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Non-Branching Stocks
"Ball White"

Geo. J. Ball

"Flower Seeds for Florists"

Geo. J. Ball

West Chicago, Ill.

Catalog No. 23

July-Dec. 1933

Geo. Ball "All the Best — and Nothing Else"

THIS is our 15th year's experience in producing and selling

"Flower Seeds For Florists"

Every season since we began has marked up a steady increase of this business. Probably the outstanding reason for this growth is not alone the fact that we are interested only in strains for florists, but in our greenhouse experience upon which our seed business rests. These greenhouses are devoted exclusively to developing the lines we are known for, such as Calendula, Non-branching Stocks, Winter Peas and Asters—and that isn't all. Visitors to our West Chicago trial ground this summer will be able to examine most extensive cultures of Petunias—the choicest varieties and strains from Europe and America. And under glass will be found large seed-growing plots, for we find it necessary to grow our own seed of many crops, such as our Non-branching Stocks and Snapdragons, to insure the standard required by florists. Our sole aim is to supply you with the best, regardless of cost or source of supply. We may not always succeed, of course, for improvements are developing sometimes faster than we can assure ourselves of their value, but with our exceptional equipment we spare no costs or interest in this work.



Medal Awarded "Ball Stocks"
S. A. F. National Show, 1931

Geo. J. Ball

Please bear in mind that our seed cannot be bought from seed dealers or agents **EXCEPT IN OUR PACKETS**. Avoid disappointment on this point by ordering direct from this catalog or our authorized agents.

CANADA. Our prices are based on U. S. currency, due to added cost of postage and Canadian exchange. We suggest postal money orders.

DISCOUNTS. When remittance is enclosed with order we allow a cash discount of 5%. On orders of \$25.00 or over, 8% discount is allowed when cash is enclosed.

WE PAY POSTAGE AND INSURANCE on all orders at prices quoted in this catalog. This simplifies figuring up your order.

TO AVOID DELAY. If you are unknown to us or have no commercial rating, cash must be enclosed with order or satisfactory trade reference given.

SMALL ORDERS are welcomed gladly and receive the same prompt and liberal service given larger ones. In return we suggest cash be enclosed to cover because of the proportionately greater cost of handling. **AND—PLEASE REMEMBER—**

"All Orders SENT US are Back in the Mail the Day Received."

BALL NON-BRANCHING Stocks

THIS class of Stocks originated in Germany years ago. They found little favor among American cut flower growers because they lacked the true non-branching habit. They were semi-non-branching and many colors offered today remain so. We early recognized their value and set to work trueing them up. Our well known strain of Lilac-Lavender was the original result of this work. Through our effort in trueing up "Ball White," we have evolved a more dwarf strain of it, with flowers more closely set, and a higher proportion of doubles. The original type of white, under very favorable conditions, becomes unnecessarily long-stemmed. Through many single plant selections we have developed a strain of Chamois Rose with more doubles than it has been producing; because they are well and closely placed on the stem, the singles in this very choice commercial color are valuable. Ruby is the fourth variety in this list of strictly non-branching kinds. Its rich crimson color is rather heavy, but a limited amount is called for. A rose, lavender and a clear white are generally listed as non-branching—we find them only partly so; and also with flowers poorly spaced on the stem. Until they can be bred into better shape, we prefer not to offer them.

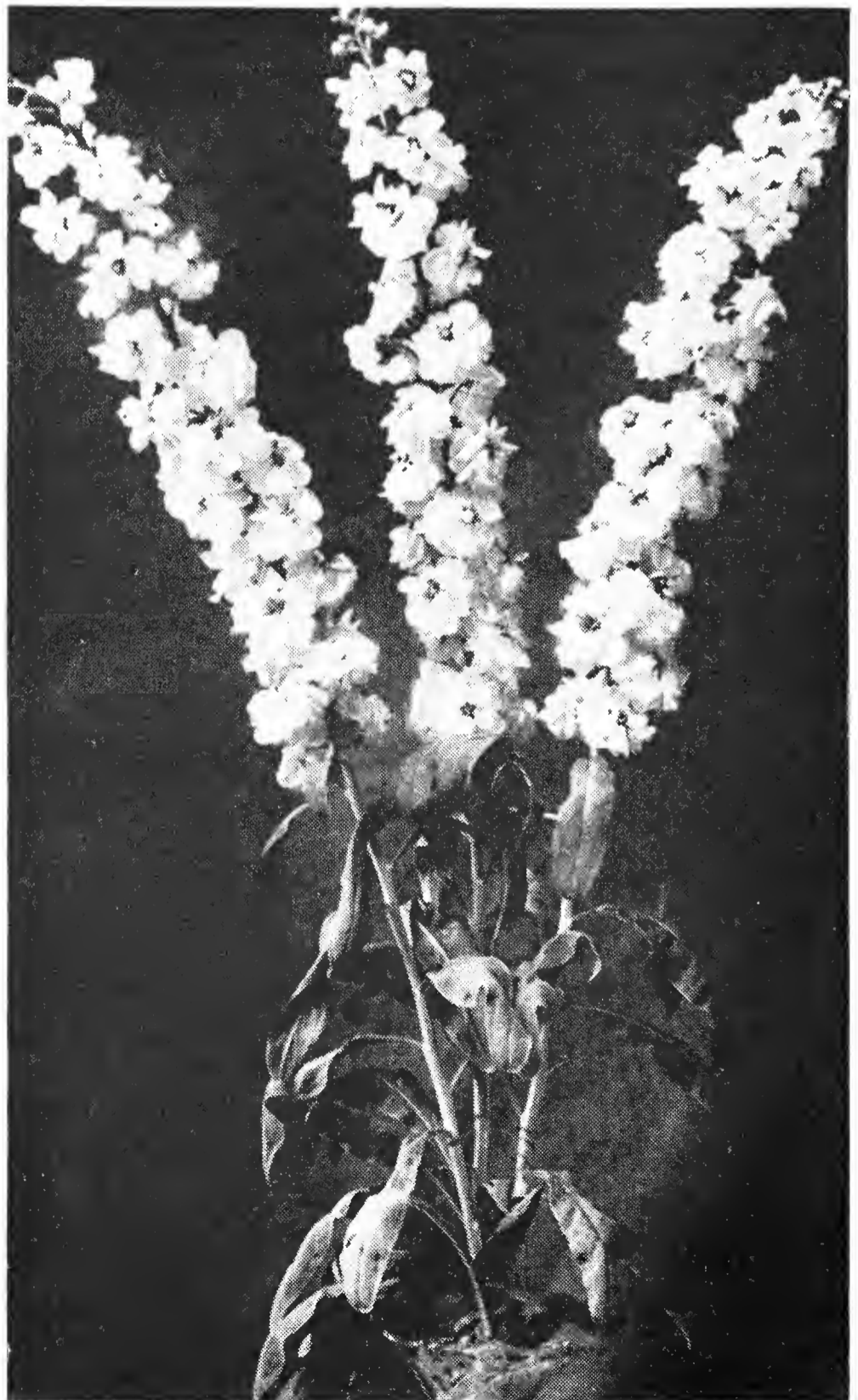
With the reduced prices and half trade packets we offer this season, no retail grower can afford to do without some of our non-branching Stocks, and we do not hesitate to state that market growers should use them exclusively.



CULTURE
OF**BALL**NON-
BRANCHING**Stocks**

BECAUSE each plant produces one fine, long flower stem, this class should be planted close. We space them in rows across the bed, 7 inches apart and 3 inches in the row. We find a most important point in the growing of Stocks to be the prevention of a black stem rot. To prevent this, we plant in sterilized soil, or, if old greenhouse soil is exposed to frost and weather for a year or two, we find it better than fresh material, because of the fertility that has been added to it for other crops. Fresh virgin soil frequently seems to have something lacking when Stocks are planted in it; an application of 6-8-6 fertilizer when plants don't respond in such soil promptly gets them going. For midwinter-flowering we recommend the use of raised beds. A 3½-inch deep flat will produce a fine, closely set flower spike. Restricting or hardening the growth in this way is an important point in midwinter-flowering Stocks. For the early planting to be pushed into flower during January, we find it a mistake to plant in deep, well enriched ground beds. These conditions, combined with dark winter months, produce a drawn, soft growth that sometimes won't hold up as it should. If this early planting in deep beds is run quite cold and flowered in February, they do not become so drawn and better results can be had. For a crop around April 1 or Easter, we sow early in September and use them to follow the earliest Mums. For a Mothers' day crop, we sow to follow the midseason or early November Mums. Our final sowing is made late in February, and this flowers in June. If sown after March 1 in our latitude, all classes of Ten Weeks Stocks tend to come blind, especially if unduly warm in May, as frequently happens with us.

If you care for further details on growing Stocks we gladly enclose our circular that covers them. We not only produce our own seed of the varieties listed on the following page, but have bred them to a high state of non-branching habit.



"Ball White" (Non-branching)



BALL NON-BRANCHING Stocks

LILAC-LAVENDER. A rich bright lavender. This is a color that combines strikingly well with all others and for this reason it is generally accepted as the most valuable color in this class. Our strain is non-branching to the extent of 99% and higher, with a percentage of doubles that runs around 70%.

BALL WHITE. Pictured on cover page. This is an extra long-stemmed white, faintly suffused rose, but easily accepted for clear white. An outstandingly fine commercial variety. Continues to produce a few weak breaks about the base of flower spike that are easily removed and should be. Percentage of doubles about 60%.

BALL WHITE DWARF. This is a selection from our Ball White—identical in color but not so tall, with flowers more closely set on the stem. Stems are long enough for any purpose, especially if grown on ground beds. We can supply this only in trade packets and half trade packets. Percentage of doubles 65%.

CHAMOIS PINK. Apricot or chamois-pink. An attractive cut flower color, particularly under artificial light. Of rather compact growth but with good stiff stems. A first-class commercial variety that should not be missed. We have our present season's stock up to 58 to 60% double. Strictly non-branching.

RUBY. A brilliant dark crimson, long-stemmed and vigorous. Strictly non-branching with around 65% doubles. A rich, heavy color that is called for in any market in moderate quantities.

PRICES ON ALL ABOVE VARIETIES:

1/2 Tr. Pkt., 50c; full Tr. Pkt., \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$4.00; 1 oz., \$8.00; 2 oz., \$12.00; 4 oz., \$20.00.

NOTE: Our seed crop permits us to offer only Lilac-Lavender and Ball White in lots of two ounces or more.

MIXTURE. A mixture of all above colors of Ball Non-Branching Stocks: 1/2 Tr. Pkt., 40c; Tr. Pkt., 75c; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.25.

NOTE. Due to shortage the past season of our seed crop of the variety Chamois Pink, we depended to a limited extent on other grower's stock. In place of our true light chamois we received a very undesirable brownish red shade. We are exceedingly sorry if you received any of this color for our Chamois. Our present season's crop (our own growing) of the true Chamois, a light golden rose, will, we are sure, be ample to care for all orders. None of the brownish red color referred to will be found on our list except the darker shade of Bismarck Antique Copper. All colors in this class are worthless for cut flowers but have some value for garden decoration.



A House of American Branching Stocks

American BRANCHING Stocks

EVERY retail grower has use for some short-stemmed Stocks; the branching class can be planted close, as suggested for the non-branching kind. This produces long-stemmed flowers with some branching tendency at the top, or they can be spaced about 6 x 8 and topped, which produces shorter-stemmed flowers freely. To avoid confusion and possible errors in selecting unsalable colors, we have reduced our list of varieties, and to further assist you in selecting only the best, we have starred such as we find outstanding. We call particular attention to the Bismarck class. Most of them are about a week earlier than the other classes, and the percentage of doubles averages higher.

THE BALL RED BOOK

gives practical and necessary cultural notes on the following crops:

About the Soil,
Watering,
The New Aster Culture,
Double Stocks,
Snapdragons,
Larkspur,
Modern Calendula,
Winter Sweet Peas,

Late or Summer Peas,
Petunias,
Mignonette,
Candytuft,
Marigolds,
Zinnias,
Annual Lupines,
Clarkia,

Centaurea Cyanus,
Centaurea Imperialis,
Centaurea Americana,
Centaurea Gymnocarpa,
Gerbera,
Didiscus,
Scabiosa.

The cost to us and to you is just 20c—postpaid. We are rewriting and adding to the subjects treated by this book and will have the new edition ready late this fall.



All the Best in Branching Stocks

*Best cut flower colors are starred.

IMPROVED BISMARCKS.

- *Rose. Fine standard color.
Flesh. Delicate shade of pink.
- *Lavender. Fine standard color.
- *Chamois. Choice market color.
- *Golden Ball. Clear ivory-yellow.
- *White. Early clear white.
Apple Blossom. Light pink.
- *Lilac. Lilac-lavender.
Blood Red.

Prices on above: Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. 1 oz.
Separate colors...\$0.35 \$0.50 \$1.00 \$3.00
Mixed, all colors. .25 .35 .60 2.25

- Antique Copper. Copper-red.
- Golden Rose. Light rose.
- Elk's Pride. Royal purple.

Prices on above: Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. 1 oz.
Four varieties...\$0.50 \$0.75 \$1.25 \$4.00

PERPETUAL BRANCHING

(Giant Perfection).

- *Rose. A clear even shade.
Sapphire. Violet or dark lavender.
- *May Queen. Lavender or pale blue.
Snowdrift. Fine clear white.
- Princess Alice. Early white.
La France. Blush, nearly white.
- *Heatham Beauty. Terra cotta rose, very fine.
- *Empress Augusta Victoria. Silver-lilac and very fine.
Blood Red. Not a standard market color.
- Dark Blue.
- Light Blue.

Prices on above: Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. 1 oz.
Separate colors...\$0.25 \$0.40 \$0.75 \$2.25
Mixed, all colors. .25 .35 .60 2.00

SANTA MARIA.

A giant new pure white; long-stemmed habit with very vigorous growth and high percentage of doubles. Tr. Pkt., 50c; $\frac{1}{4}$ oz., \$2.00.

BEAUTY OF NICE.

- Almond Blossom. White, tinged rose.
- *Mont Blanc. Clear, extra early white.
- Monte Carlo. Rich canary-yellow.
- *Aurora. Golden buff, fine.
- Belle de Naples. Rich old rose.
- Salmon King. Strong salmon-rose.
- Beauty of Nice. Flesh-pink.
- *Cote D'Azure. Light or lavender-blue.
- Summer Night. Early purple.
- Carmine Rose (Abundance).
Blood Red.
- American Beauty. Deep rose, tends to come blind under glass if planted late.
- *Queen Alexandra. Rosy lilac, fine.

Prices on above: Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. 1 oz.
Separate colors...\$0.25 \$0.40 \$0.75 \$2.25
Mixed, all colors. .25 .35 .60 2.00

DWARF TEN WEEKS.

This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

- Blood Red. Deep Rose. Canary Yellow.
- Lavender. White. Carmine Pink. Purple.

Prices on above: Tr. Pkt. $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. 1 oz.
Separate colors...\$0.25 \$0.40 \$0.65 \$2.00
Mixed, all colors. .25 .35 .50 1.75

New Double Annual Wallflower

"GOLD STANDARD"

Pure golden yellow, richly fragrant and flowers in 5 months from sowing are the outstanding features of this unusually attractive cut flower or pot plant. We find it should be used only for flowering from early spring to June. It fails to develop properly under average midwinter conditions. We make the first sowing November 1. Cultural suggestions with each packet of seed.

Tr. Pkt., 50c; $\frac{1}{4}$ oz., \$1.50; 1 oz., \$5.00.

We can also furnish this type in golden yellow, flaked with brown, and dark brown, at the same price.

Winter Snapdragons



Seeds Sown July 5 Gave These Snapdragon Blooms December 12.

LONG, stiff stems, attractive colors and no trouble with wilting are reasons why every retail grower must have a bench or two of "Snaps" in all colors, and as a market grower's crop, especially for winter-flowering, they are worth some special attention. In most any commission house some stock can be noted that stands out from all others—long, straight and stiff-stemmed, well filled flower heads and perfectly bunched. Such flowers in any market sell at a premium—and a profit. It's close attention to details that makes the difference. A fairly well enriched soil, a realization that soil must dry out fairly well between waterings, and maintaining a dry, light atmosphere are conditions most crops respond to, especially Snaps. And they are responsive to any kind of soil if it's properly handled as to manure and water.

As to varieties any of the dozen or so headliners on the opposite page are safe. But a difference will be found in earliness. Such as are second early are more vigorous and will produce more freely, but they must be planted earlier for winter-flowering. We publish a circular that discusses these details and we'll be glad to send you a copy.



Standard Winter Snapdragons

	Tr. Pkt.	3 Pkts.	5 Pkts.
Rose Queen. Finest deep rose-pink.....	\$1.00	\$2.50	\$3.50
New Cincinnati. The finest light rose.....	1.50	4.00	6.50
Cheviot Maid Supreme. Best fairly deep rose.....	1.00	2.50	3.50
Cheviot Maid, Yoder Strain. Lighter shade.....	1.00	2.50	3.50
Cheviot Maid. Original strain.....	1.00	2.00	3.00
Jennie Schneider. Light rose—not extra early.....	1.00	2.00	3.00
Winter Helen. Improved Helen.....	1.50	4.00	6.50
Winter King. Free-flowering pink—not extra early.....	1.00	2.50	3.50
Afterglow. Finest golden orange.....	1.00	2.50	3.50
Sun-Tan. Orange-tan—extra early.....	1.00	2.50	3.50
Roman Gold. Bright coppery yellow.....	1.00	2.50	3.50
Alice Sunshine.....	1.50		
Terry's Surprise. Rich golden orange, shaded rose.....	1.50	4.00	6.50
Burgundy Beauty (new, from Volz). Rich coppery red.....	2.00		
Ceylon Court. Standard earliest yellow.....	1.00	2.50	3.50
Coate's Yellow Perfection. Finest deep yellow.....	1.50	4.00	6.50
Sunshine. Golden yellow—not extra early.....	1.00	2.50	3.50
White Rock. Standard white—tall.....	.50	1.25	2.00
Lucky Strike. The season's new white Snapdragon. We find it should be planted early for winter-flowering.....	2.00	5.50	
Velvet Beauty (new, from Schrock). Rich American Beauty red— early-flowering.....	2.00		
Milady. Murphy's new pink.....	1.00		

Write us for quantity quotations on above.

BALL FLORIST MIXTURE. Our special winter-flowering mixture. Contains fully half the best pinks with balance in yellow, white and orange. We suggest this where a limited amount of all colors are wanted.

Tr. Pkt., 75c; 3 Pkts., \$2.00; 5 Pkts., \$3.00.

The following are also winter-flowering:

	Tr. Pkt.	3 Pkts.	5 Pkts.
Happiness. Long-stemmed rose-pink.....	\$1.00	\$2.25	\$3.00
Allman's Pink. Silvery rose-pink.....	1.00	2.50	3.50
Geneva Pink. Rich clear pink.....	1.00	2.50	3.50
Philadelphia Pink. Standard pink.....	1.00	2.50	3.50
Chapman's Pink. Deep rose.....	1.00	2.50	3.50
Judd's Light Pink. Rather dwarf.....	1.00	2.50	3.50
Judd's Dark Pink. Deep rose.....	1.00	2.50	3.50
Laura. Deep rose.....	1.00	2.50	3.50
Keystone. Light pink.....	.50	1.25	2.00
Mohr's Pink. Deep rose-pink.....	1.00	2.50	3.50
Orlando. Bronze.....	1.00	2.50	3.50
Silver Pink. As named.....	.50	1.25	2.00
Golden Pink Queen. As named.....	1.00	2.50	3.50
Improved Sunburst. As named.....	1.00	2.50	3.50
Helen. Salmon-rose.....	1.00	2.50	3.50
Penn Orange. Sun-Tan better.....	.50	1.25	2.00

Standard varieties for outdoor planting—not early-flowering.

Half-dwarf varieties:

Flame. Gloria. Climax. Fawn.
Standard Mixture of above.

Half-tall varieties:

Empress. Velvety crimson.

Harmony. Rose with yellow center.

Orchid. Lavender-mauve.

Golden Queen. Deep yellow.

Purity. Pure white.

His Excellency. Brilliant orange-scarlet.

All are priced at: Tr. Pkt., 25c; ¼ oz., 50c.

Majestic varieties. Extra large bold flowerers with compact late-flowering growth.

Majestic Twilight. Golden tan-yellow.

Majestic Golden Dawn. A glorified Afterglow.

Majestic Orange King. Bright orange.

Price: Tr. Pkt., 40c; 3 Pkts., \$1.00.

Maximum type. Extra strong growers.

Canary Bird. Light yellow.

Cattleya. Rich mauve-pink.

Copper King. Heavy coppery red.

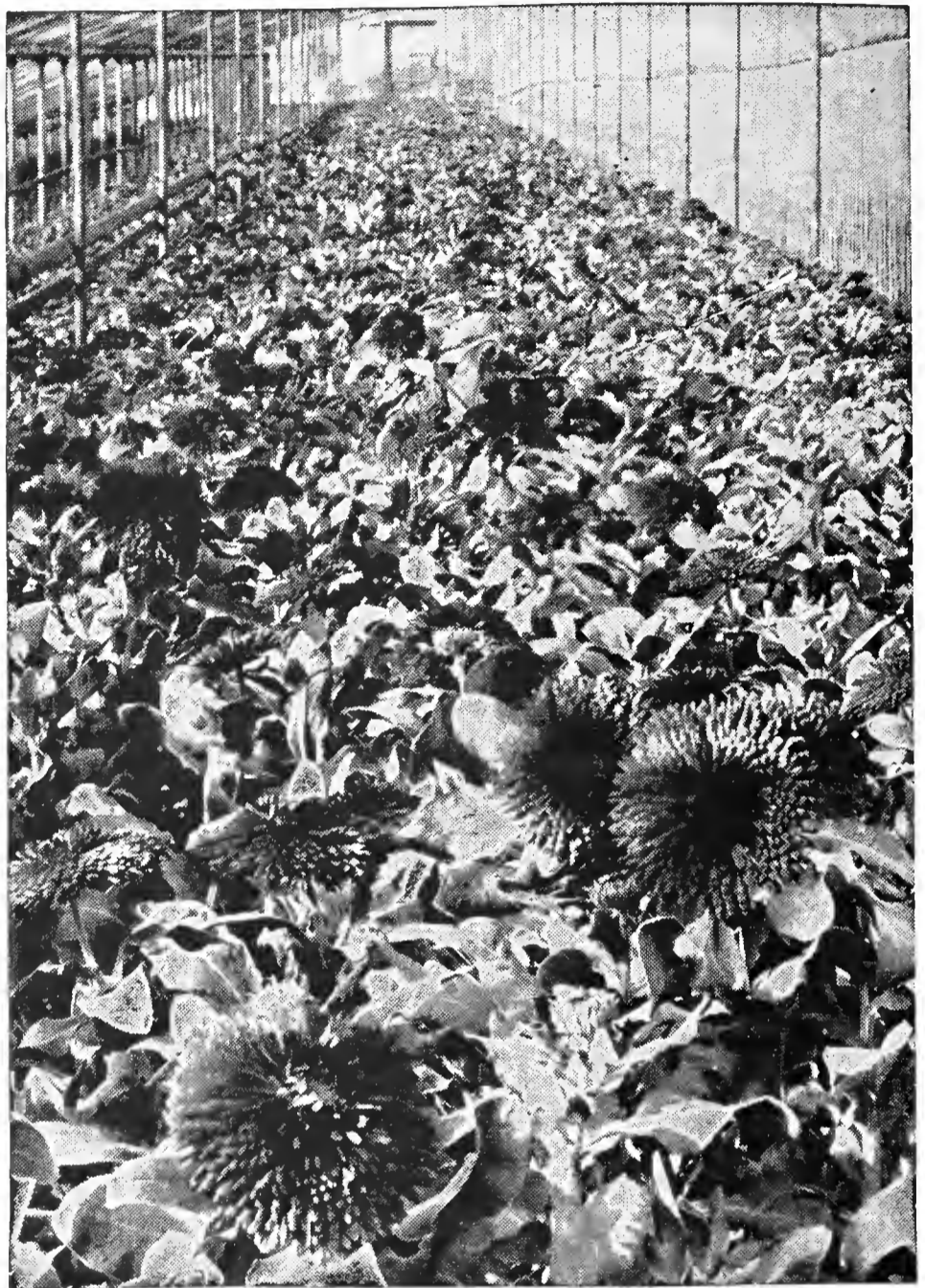
Ruby. Rich heavy red. Snowflake. White.

The Rose. Clear rose. Maximum Mixture.

All are priced at: Tr. Pkt., 35c; ¼ oz., 60c.

When Calendula Pay

CALENDULA are strictly a cool house crop. The size and doubleness of the flowers will be in a direct ratio to the amount of heat they are given, other conditions being equal. It follows that they should be at their best late in December and January, and with the flower supply at the lowest ebb during these months, it becomes the most profitable time to be in crop with them. To hit this favorable time in our latitude we sow August 1; we should say that there is a difference of two weeks in the season 300 miles south of us. But to have them in for about Christmas in that latitude would suggest sowing about August 10. In the past we have lost our plants heavily after planting in the house with the same "yellows" that affects Asters. We overcome this entirely by protecting the outdoor beds in which we sow with Aster



House of Well Grown Ball Gold Calendula.

cloth. You can do the watering through the cloth, and they seem to enjoy the shade it produces. Calendula like a rich soil, but don't overdo it or the growth will be soft—the kind that wilts; depend on some top dressing later with 6-8-6. The value of fresh, dry air during the fall months is so important in preventing the growth softening that we leave the ventilators wide open until it gets close to freezing. After steady firing sets in, we maintain the night temperature between 40 and 45 degrees, and they like that too. To further harden the growth and prevent wilting of flowers, maintain the soil rather dry during the darkest period of the winter. Lack of sunshine that softens the growth is largely responsible for wilting of flowers. Clearly we must do everything possible to keep the growth hard.

Our Ball "Red Book" furnishes the latest detailed information on the growing of all the miscellaneous cut flower crops, including Calendula. Its cost to us and to you is 20c.

"BALL Calendula"

ORIGINATED and sent out by us twelve years ago, Ball Calendula set up an unapproachable standard of excellence. We are not only maintaining this fine standard, but through extensive single plant selection work, we are annually improving upon it.

Ball's Masterpiece (new). Full deep orange with brown center. Extra long-stemmed and vigorous growth.

Ball's Long Orange. The standard long-stemmed orange with light center.

Ball's Gold. Extra long-stemmed golden yellow. Large and richly colored with a light center.

Ball's Lemon Queen. Medium deep yellow with an attractive dark brown center.

Ball's Sensation. Long-stemmed orange with light center. The preferred orange with some growers.

Ball's Supreme. Light shade of orange with a richly contrasting brown center. Not extra long-stemmed or large, but freer-flowering than any of the above.

Ball's Apricot. Rich apricot or straw-colored with a finely contrasting brown center. Same habit as "Supreme" from which it is a selection. Some of this should be grown for the variety it affords.

Ball's White. An attractive creamy white with a dark brown center. Not quite so long-stemmed as Apricot, from which it is a selection.

PRICES ON ALL THE ABOVE BALL CALENDULA, INCLUDING THE NEW MASTERPIECE: Tr. Pkt., 50c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.50; 2 oz., \$4.00; 4 oz., \$7.00; 1 lb., \$25.00.

BALL CALENDULA MIXTURE. A mixture of all the above except "Masterpiece." Contains a large proportion of orange colors and is intended for the retail grower whose planting is limited. Tr. Pkt., 40c; $\frac{1}{4}$ oz., 60c; 1 oz., \$1.75.

NOTE: Unit price on weight lots will apply to two or more varieties of above Ball Calendula on same order. For instance, on $\frac{1}{4}$ oz. each of 4 varieties, instead of 75c each, or a total of \$3.00, the ounce rate of \$2.50 will be accepted.

ORDINARY CALENDULA.

Radio. Bright orange with quilled petal effect. Of compact growth and valuable for bedding only.

Golden Beam (new). A yellow Radio.

Orange King. Dark centered orange of compact growth and valuable for bedding only.

Lemon Queen. Light or lemon yellow. For outdoor work only.

Nankeen. Cream flushed apricot. Dwarf.

Trianon. Yellow striped orange; dark center. Dwarf.

PRICE ON THE ABOVE: Tr. Pkt., 25c; 1 oz., 75c; 2 oz., \$1.25; 1 lb., \$8.50.



Ball Lemon Queen (Dark Center).

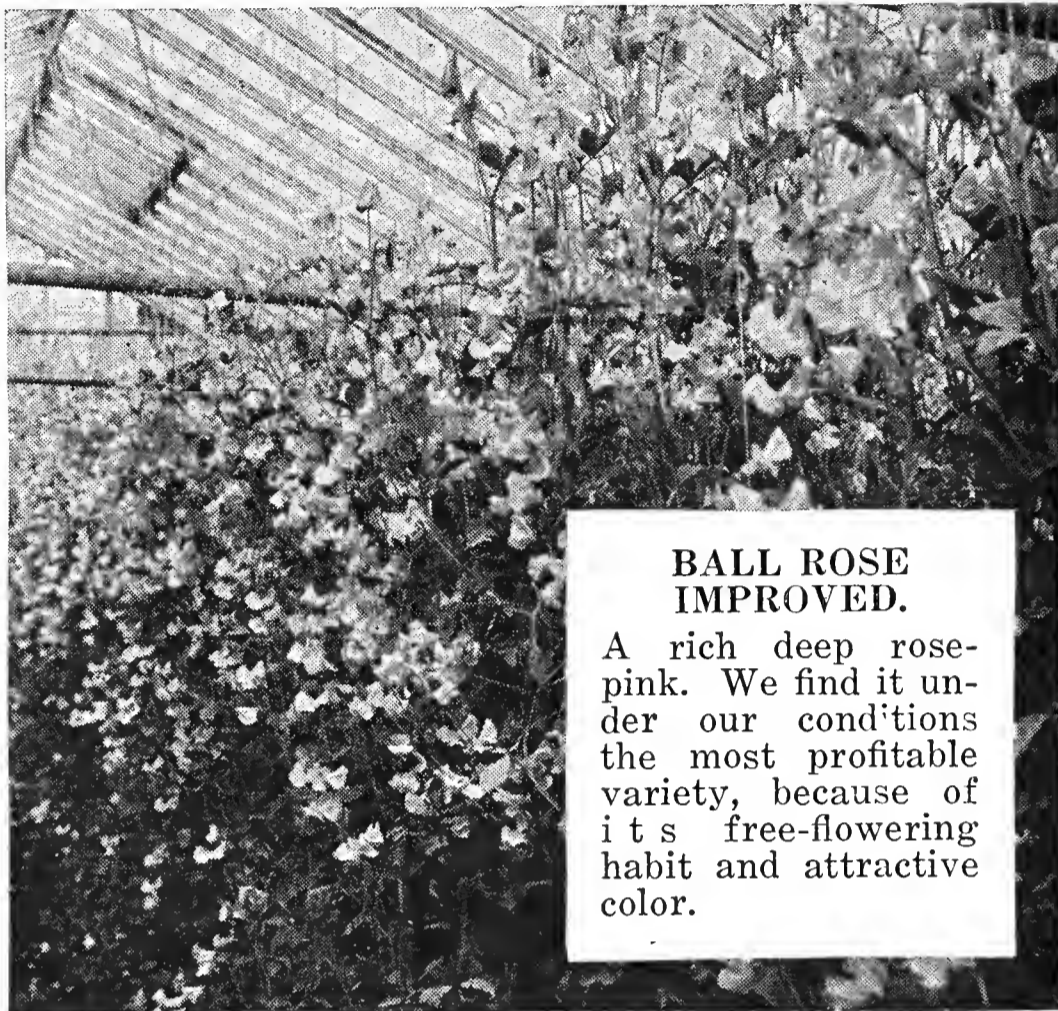
Winter Peas — Growing Notes

NO retail grower can afford to be without a row of Winter Peas. To cover the season, part of them should be planted in July for winter-flowering and part after Mums for spring flowers. The two plantings should provide these indispensable flowers from October to June. If successfully grown they will be a most profitable crop, for they are very free-flowering under favorable conditions.

Lack of clean, fresh soil is the general cause

of failures, for the roots seem more sensitive to soil rot than most crops are. If ground beds are used and changing of soil hasn't helped much, the chances are it has become reinfected through contact with the lower soil and sides. For this reason we prefer steam sterilizing. Soaking with hot water we have found equally efficient in getting the rot out of the soil, but the water must be near boiling and freely used. The safest plan is the use of raised beds. Really good Peas can be grown in a 6-inch bed of fairly stiff soil. They must, of course, be watered more freely, and a top dressing of 6-8-6 fertilizer will prolong their life. If such a bed is washed clean and filled with fresh soil with $\frac{1}{4}$ to $\frac{1}{3}$ manure, the crop will have a clean start. Don't forget that such a bed calls for heavy watering when full of Pea growth; overlooking this point will promptly short-stem the crop.

Peas are strictly a cool-temperature crop. They go well in a house of Carnations and Snaps, but a warmer house will run them out fast. We have seen failures due to an accumulation of green fly. In our interest as well as yours, we suggest that your hot weather sowing should be drilled direct into flowering beds. Have soil fairly moist, get the seed down about an inch and cover with boards or paper; this shuts out the heat some and prevents undue drying out of the soil. If watered in hot weather before the seed germinates, it frequently rots because of the combination of high temperature and the germs of rot that exist in most soils. Effective protection against rot can also be had through treating the seed with Semesan or Formaldehyde dust. Practically all the failures in germinating Sweet Pea seed during hot weather are prevented if these suggestions are carried out.



BALL ROSE IMPROVED.

A rich deep rose-pink. We find it under our conditions the most profitable variety, because of its free-flowering habit and attractive color.



The 12 Best Early Peas

THE importance of suitable varieties is second only to good, clean soil. All on the following list are standard market colors. And please note—every lot of seed we send out is carefully checked for germination.

	1/2 oz.	1 oz.	4 oz.	1 lb.	2 lbs.
Ball Rose Improved A rich deep rose-pink. The stock of this we are sending out this season is the best of a number of selections we have had under trial. We find it under our conditions the most profitable variety because of its free-flowering habit and attractive color. During long periods of dark mid-winter weather the flowers sometimes fail to open perfectly; this is partly overcome by increasing the heat.....	\$0.30	\$0.50	\$1.50	\$5.50	\$ 8.00
Laddie Bright, clear, large rose and we find it the best in this color class. Vigorous growth, long-stemmed and free-flowering.....	.30	.50	1.50	5.50	8.00
Jeanne Mamitsch We don't find this quite so large as Laddie, but equally long-stemmed and the same shade of rose.....	.25	.45	1.50	5.00	8.00
Fragrance The new lavender with a clear, bright, even color. The bunched effect gives it a slight rose tinge. Of strong growth and good color effect.....	.35	.60	2.25	7.50	14.00
Harmony The best standard long-stemmed lavender..	.25	.45	1.50	4.50	8.00
Mrs. Hoover This is generally accepted as a decided improvement on Blue Bird because of its brighter clear blue. Vigorous growth and extra long-stemmed25	.45	1.50	4.75	8.00
Ball's Blue A fine, clear blue. Not so tall as Mrs. Hoover. Also freer-flowering.....	.25	.40	1.40	4.50	8.00
White Harmony The standard black-seeded white—long-stemmed and vigorous growth25	.50	1.50	4.75	9.00
Hope Large, well formed, black-seeded, pure white. We find this somewhat clearer in color and more productive than White Harmony.....	.25	.50	1.50	4.75	9.00
Ball Orange The best clear deep orange. Like all varieties in this color the stems are not extra long. Ball Orange was awarded the Gold Medal of the Society of American Florists. Midwinter conditions modify the color of this giving it a salmon effect and under this color there is some demand for it.....	.30	.50	1.50	5.50	9.00
Early Pride A rich glowing fiery cerise of large size and extra long-stemmed. Not a great deal but some of this color is wanted.....	.30	.50	1.50	5.00	8.00

PROSPERITY (new). Wm. Macdonald Seed Co. Our advance trial of this the past spring season was highly commented on for its glowing rose color, extra size and long stems. The color is somewhat subdued by a faint cream ground, greatly enriching its effectiveness.

Lavanda (new). Waller-Franklin Seed Co. Our trials of this new lavender prove it to be extra large, well waved, and unlike most lavenders, the color is clear and uniform throughout.

Either of the above priced at: Tr. Pkt., 50c; 1 oz., \$1.50; 4 oz., \$5.00; 1 lb., \$15.00.



A field of our early, or winter-flowering sweet peas. Our Ball Rose Improved is shown in the foreground, White Harmony in the back and our Ball Orange, the most vivid of all orange peas, is shown on the left. These fields, as well as our crops under glass shown on back cover page, are under our close, personal supervision and we are very sure that more carefully rogued and handled seed cannot be had from any source.

Standard Winter Peas Reduced Prices

Prices on **ALL** the following varieties:

$\frac{1}{2}$ oz., 25c; 1 oz., 40c; 4 oz., \$1.40; 1 lb., \$4.50;
2 lbs., \$8.75; 5 lbs., \$21.00.

THESE reduced prices will in no particular affect the well known quality and service of our Sweet Pea seed business. We have specialized in this business for the past 15 years.

AND—WE PREPAY POSTAGE AND INSURANCE. G.J.B.

For the 12 select varieties turn to the preceding page.

PINK SHADES

Columbia. Pink and white bicolor.
Ball Rose. The finest rich deep rose.
Ball Rose Queen. Extra long-stemmed rose-pink.
Zvolanek's Rose. Laddie is much better.
Louise Gude. Laddie is far better.
Superior Pink. Deep rose; Ball Rose is superior.
Pink Profusion. Rose-pink.
Mrs. Holscher. Very good rose-pink.
Springsong. Large, rich salmon-pink.
Mrs. Calvin Coolidge. Salmon-pink.
Fascination. Attractive cream-pink.
Pink Cherokee. Cream-pink; Fascination is better.
Majestic Rose. Rose-pink.
Giant Rose. Well named.

LAVENDER

Early Vogue. Lavender with blue shading.
Lavender King. A good lavender.
Heather Bell. Rosy lavender.

BLUE

Blue Bird. Mrs. Hoover is better.
Blue Jacket. Dark blue.
Indigo Blue. Dark shade.
Mrs. Harding. Silvery blue.
Blue Bonnet. Ball's Blue is better.
Marine Blue. Large; not long-stemmed.

WHITE

Snowstorm. Prefer black-seeded kind.



Standard Winter Peas (Continued)

SCARLET AND CERISE

Early Bright Light. Vivid orange-scarlet.
 Vulcan. Prefer Early Bright Light.
 Grenadier. Poppy-scarlet.
 Gorgeous. Cerise.
 Glitters. Early Pride much better.
 Sunray. Light cerise.
 Red Bird. Crimson-red.
 Miss Spokane. Bright red.
 Maroon Prince. Dark maroon.
 Aurora. Orange-scarlet striped.

ORANGE AND SALMON

Burpee's Orange. Lighter shade.
 Mrs. Kerr. Salmon.
 Eldorado. Light orange.
 Flamingo. Orange-salmon.
 Torch. Salmon-orange.
 Valencia. A good orange.
 Apollo. Salmon-cerise, long-stemmed.

MISCELLANEOUS

Amethyst. Rich bright purple.
 Chevalier. Dark rose.
 Meadow Lark. Cream.
 Yarrowa. Rose-pink.
 Harlequin. Bicolor chocolate.

"ALL THE BEST MIXTURE." This is a combination of all the best standard varieties with a good proportion of the lighter and pink shades.

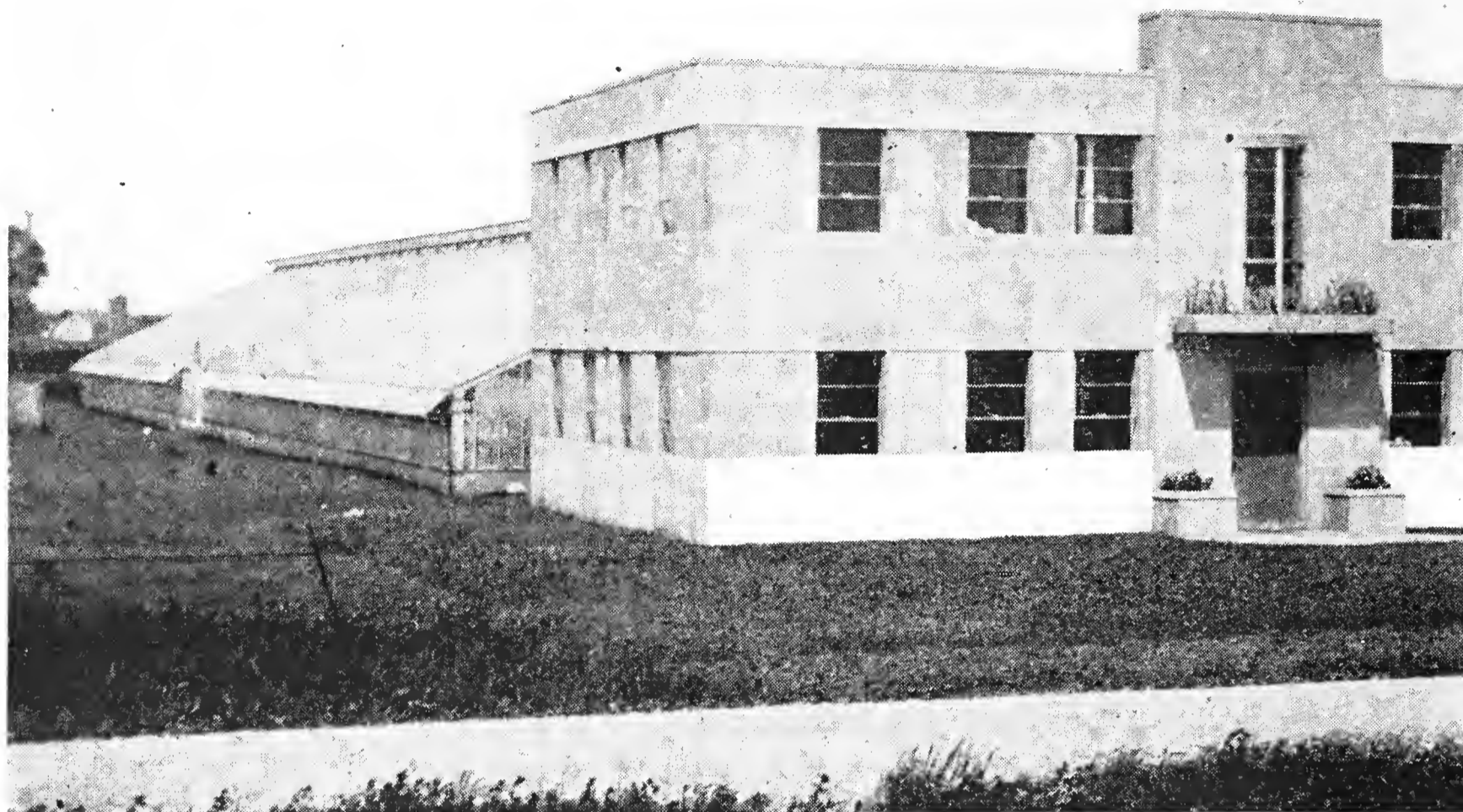
Priced at: 1 oz., 30c; 4 oz., \$1.00; 1 lb., \$3.50.

Late or Summer-Flowering Peas

WITH the early-flowering kinds planted after Mums or later, we use this late type, spacing individual plants 6 to 8 inches apart in the row with the Earlies. They branch freely at the base, not getting up until the Earlies have given out, after which these strong growing late kinds produce heavily well through June. Also used largely for late fall sowing, especially in the southern states. The following are the choicest cut flower varieties. 4 oz. and 1/2 lb. @ pound prices.

	1 oz.	1 lb.
Austin Frederick Improved. Large rosy lavender.....	\$0.15	\$1.75
Avalanche. Finest white-seeded white20	1.80
Blue Bird. The finest clear blue.....	.20	1.80
Blue Flame. Extra large strong dark blue.....	.20	1.80
Campfire. Sunproof deep scarlet.....	.20	1.80
Commander Godsall. Deep violet-blue.....	.15	1.60
Constance Hinton. Best black-seeded white.....	.20	1.60
Crimson King. Fine sunproof crimson.....	.15	1.80
Debutante. Soft salmon shaded peach-pink.....	.35	4.00
Doreen. Large rich carmine.....	.15	1.50
Elfrida Pearson. Clear light pink.....	.15	1.50
Fluffy Ruffles. Cream-pink20	2.00
Giant White. White20	1.80
Gleneagles. Clear even lavender.....	.20	1.80
Hawlmak Lavender. Finest light lavender.....	.20	1.80
Hawlmak Pink. Rose-pink shaded salmon.....	.15	1.80
Heavenly Blue. Delphinium-blue20	2.00
Hebe. The finest large rose-pink.....	.20	1.60
Hercules. Standard deep rose-pink.....	.15	1.60
Hero. Cerise15	1.80
Magnet. An improved Miss California.....	.20	1.80
Mary Pickford. Fine cream salmon-pink.....	.20	1.80
Matchless. Clear deep cream20	1.80
Miss California. Large salmon-rose.....	.20	1.80
Mrs. Cuthbertson. Pink and white; bicolor.....	.15	1.50
Pinkie. The finest rose-pink; strong grower.....	.15	1.80
Powerscourt. Finest lilac-lavender20	1.80
Royal Purple. Large rich purple.....	.15	1.60
Royal Scot. Sunproof orange-scarlet.....	.15	1.60
Supreme. Soft, delicate pink.....	.15	1.60
Warrior. Deep bronze-maroon15	1.60
Welcome. Deep bright scarlet; sunproof.....	.30	3.50
Youth. Light Picotee pink.....	.15	1.80

OUR FLORISTS' MIXTURE. This is a carefully balanced mixture of colors largely called for in cut flower work. 1 oz., 15c; 4 oz., 50c; 1/2 lb., 85c; 1 lb., \$1.65; 5 lbs., \$7.50.

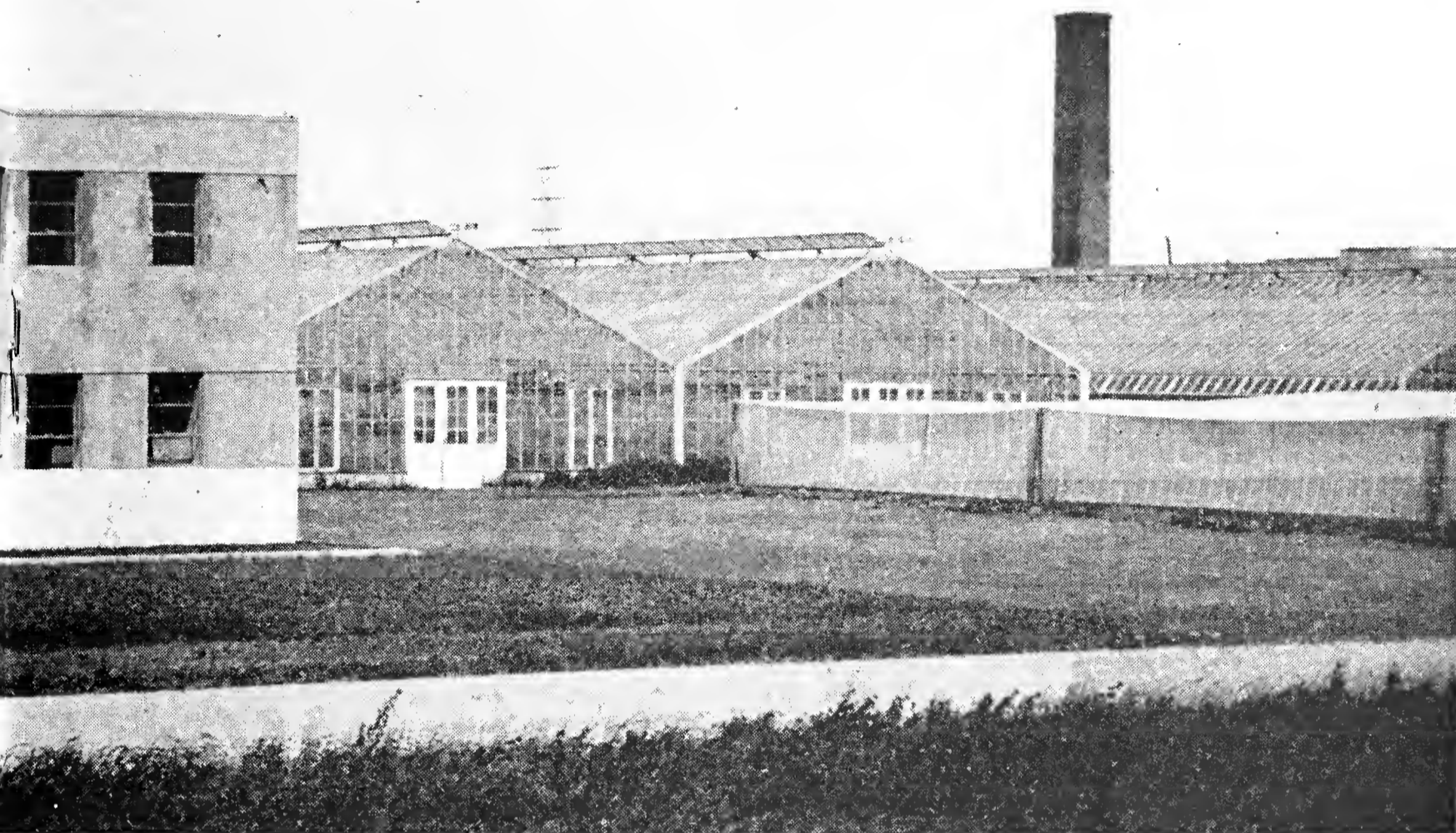


New home of our seed business at West Chicago, Ill., with g

THIS BUILDING is of concrete and steel throughout, equipped with every modern facility for properly caring for our seed business, including air conditioning. It carries out our determination to spare no cost in efficiently serving your seed business, including our policy of "getting every order back in the mail the day it is received."

During your visit to the Chicago Century of Progress Exposition this summer, we invite you to visit this plant. Among other interesting crops you will find several acres of Asters under cloth; this is largely given over to the breeding of rot resistant strains.

West Chicago is about an hour and a half (35 miles), by motor from down-town. Use Washington Blvd. and Roosevelt Road direct. Both the Chicago and North Western and the Chicago, Aurora and Elgin Electric R. R. provide frequent service to West Chicago. Phone us on arrival.



Greenhouses in background and corner of cloth houses on right.

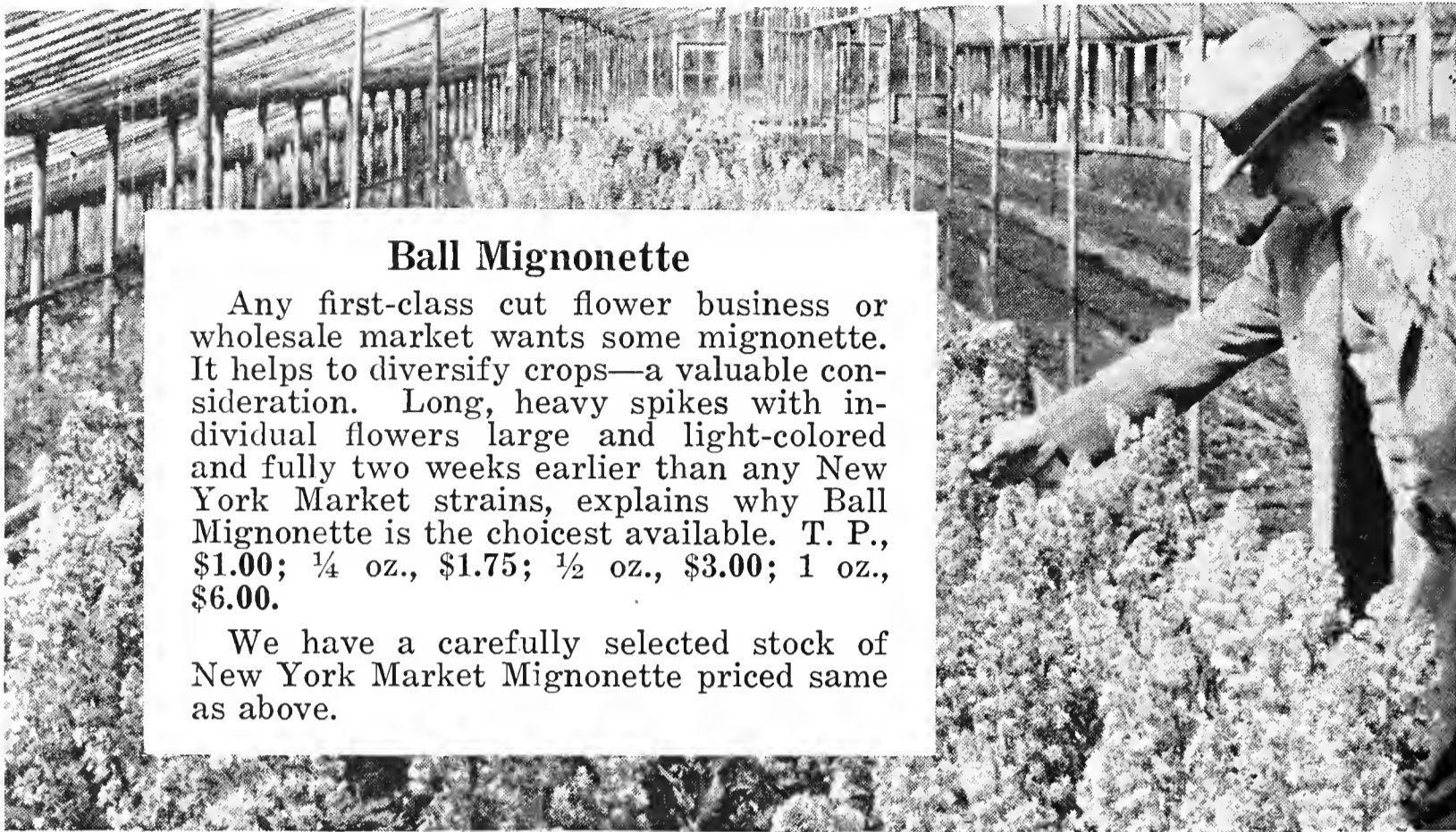
PRICES

Excessive prices are as harmful to normal business recovery as is the price cutting tendency with which most growers are all too familiar. And, as every grower knows, this practice necessarily tends to lower "quality and service," a costly sacrifice in the end. I have tried to price every item in this catalog fairly and moderately. You will probably find some figures a trifle higher and some lower than other lists, but I am very sure that the *average* in prices will be found in line with those of other responsible sources. The "merchandising" principle of selling can only be applied to a low priced product from which good strains of "Flower Seed for Florists" should be well removed. I am not telling you that we are 100% perfect in supplying such strains, but be assured that we spend much in money and effort to reach that goal, and when we fail at any time to completely satisfy you, I want to know about it.

Gro. J. Ball.



West Chicago, Ill.



Ball Mignonette

Any first-class cut flower business or wholesale market wants some mignonette. It helps to diversify crops—a valuable consideration. Long, heavy spikes with individual flowers large and light-colored and fully two weeks earlier than any New York Market strains, explains why Ball Mignonette is the choicest available. T. P., \$1.00; ¼ oz., \$1.75; ½ oz., \$3.00; 1 oz., \$6.00.

We have a carefully selected stock of New York Market Mignonette priced same as above.

Annual Larkspur

FOR several reasons we do not recommend sowing this crop during the summer months. It does not develop or color up well under early winter conditions, making a weak showing in competition with more seasonable flowers. Also the seed is very difficult to germinate in a high temperature. If you must sow under these conditions, do so in flats set under greenhouse benches or in a cool shed. For a crop to follow Mums, sow as the summer cools or late September in our latitude. Late in this month the new crop of seed is ready. We have a supply of seed of all varieties ready for immediate shipment that has been carried over from last year's harvest in air-tight containers. We know it will germinate under favorable conditions, but we cannot be responsible for Larkspur seed sown in midsummer. In ordering please state when delivery is required. "Follow the stars" if you want our suggestion for the best market colors. 4 oz. at pound rate, ½ oz. at ounce rate. Write for quotation on larger quantity.

BRANCHING TYPE.

Giant Imperial or Improved Upright. Also known as the Spiral Type. This is the latest development in larkspur. It differs from the old varieties by tending to branch from the base and producing a more upright growth.

	Liberal	Tr. Pkt.	1 oz.	1 lb.
Daintiness. Light lavender.....		\$0.40	\$1.50	\$15.00
Gloria (new). Rich deep rose.....	.25		1.25	15.00
*Miss California. Rich deep pink suffused salmon.....	.25		1.25	15.00
*Carmine King. Highly attractive carmine-rose.....	.25		1.25	15.00
Exquisite Pink Improved. Rich soft pink.....	.25		.75	12.00
The Empress. Salmon-pink.....	.25		1.00	10.00
*White Spire. A fine white.....	.25		1.00	12.00
Blue Spire. Rich Oxford-blue (New).....	.40		1.25	15.00

TALL DOUBLE STOCK-FLOWERED TYPE.

*Los Angeles. Rosy salmon-pink.....	.25	1.00	10.00
Empress Rose. Fine pink.....	.25	.75	7.00
La France. Salmon-pink.....	.25	.75	7.00
*Dark Blue, Sky Blue, Rosy Scarlet, *Lilac and White.....	Each .20	.60	5.50
Mixture of all varieties.....	.15	.40	4.00

GIANT HYACINTH-FLOWERED.

Single-stemmed type; earlier-flowering. Following are the generally used colors:			
*Pink, *Dark Blue, Purple, Lilac, White.....	Each .25	.80	8.00
Mixed, all colors.....	.25	.80	8.00

Florists' Pansies

WE annually devote a 200-foot bed to Pansy trials. In this bed we gather strains from all specialists, and it is through comparisons that we are enabled to determine the finest. It is these strains we offer you regardless of where they come from. Furthermore we are improving by selection, strains best suited to our florists' trade. The germination of every lot of Pansy seed we send out for July and August-sowing is assured positively late in June; yet complaints on this point will come in during these hot months when it is difficult to germinate it. Select the coolest spot you can find for this sowing, preferably an outdoor bed on the ground where it is cooler and moisture is more uniform than in flats. Sow in a mixture of peat moss, light soil and sand. Keep uniformly moist but not wet. Excessive moisture combined with high temperature easily rots perfectly good seed.

SELECT LIST OF FLORISTS' PANSIES

	Tr. Pkt.	¼ oz.	½ oz.	1 oz.
Maple Leaf Giant Mixed. The largest-flowering strain of Pansies. Exceptionally strong, heavy growth enables them to hold out well into the summer.....	\$0.75	\$2.75	\$5.00	\$8.00
Super Maple Leaf Giants. A selection for extra strong growth and large flowers. The last word in Giants.....	.75	3.75	7.00	12.00
Improved Swiss Giants. We consider this the choicest all-purpose strain for the price. Richly colored, fine size and growth. A fine mixture.....	.50	1.75	3.25	6.00
Super Swiss Giants. A selection for richer coloring and size.75	2.50	4.50	8.00
Roggli Giant Mixture. A very choice strain of large flowering fancy Pansies especially attractive.....	.50	1.50	2.50	4.80
Steele's Masterpiece Mixture. Steele's best mixture.....	1.00	2.75	10.00
Ball Giant Mixture. This is a specially priced mixture intended for both cut flower and plant growers. Well proportioned, attractive color, in fancy and long stems.....	.50	1.50	2.50	4.75
Engelmann's Special (new). In our past season's trials this strain scored highest for attractive coloring and ideal habit for bedding. Practically all 5 blotched, reddish shades.....	1.00	3.50	6.00	10.00

NAMED COLORS SELECTED FROM SWISS GIANTS.

Alpenglow. Improved Cardinal Garnet. Red. Tr. Pkt., 50c; ¼ oz., \$1.00.

Rhinegold. Yellow with brown blotches. Tr. Pkt., 50c; ¼ oz., \$1.00.

Lake of Thun. Blue with dark center. Tr. Pkt., 50c; ¼ oz., \$1.00.

OTHER WELL KNOWN BEDDING VARIETIES.

Golden Queen. Nearly 100% clear yellow. Tr. Pkt., 25c; ½ oz., \$1.00; 1 oz., \$1.75.

Lord Beaconsfield. The standard blue for bedding. Tr. Pkt., 25c; ½ oz., 80c; 1 oz., \$1.50.

Snow Queen. Pure white. Tr. Pkt., 25c; ½ oz., 80c; 1 oz., \$1.50.

Viola Cornuta

	Tr. Pkt.	¼ oz.	1 oz.
Apricot. Light orange-yellow.....	1/8 oz., \$1.00	\$0.50	\$1.75
Black Prince25	.50
G. Wermig. Rich violet-blue.....	1/8 oz., \$1.25	.50	2.25
Puck. Yellow and violet.....	1/8 oz., .75	.40
Jersey Gem. Dark blue.....	1/8 oz., 1.40	.75	5.00
Mauve Queen35	.60
Papilio. Blue and white.....		.35	.50
White Perfection35	.50
W. H. Woodgate. Bright violet.....	1/8 oz., \$1.25	.50
Large-Flowering Mixture35	.50
Small-Flowering Mixture25
Lutea Splendens. Golden yellow.....		.25	.50

Cyclamen

AFTER many years of patient work, Mr. John W. Vogt, of Sturgis, Michigan, has perfected a double strain of Cyclamen that gives us pleasure to recommend and introduce. Mr. Vogt tells us "the strain will come 80% true." Just as easily grown as the regular kind and the added cost of seed is trifling. Awarded a certificate of merit by the Commercial Flower Growers of Chicago.

Prosperity.

Described by many as an azalea type; a flaming rose with distinct, clear color.

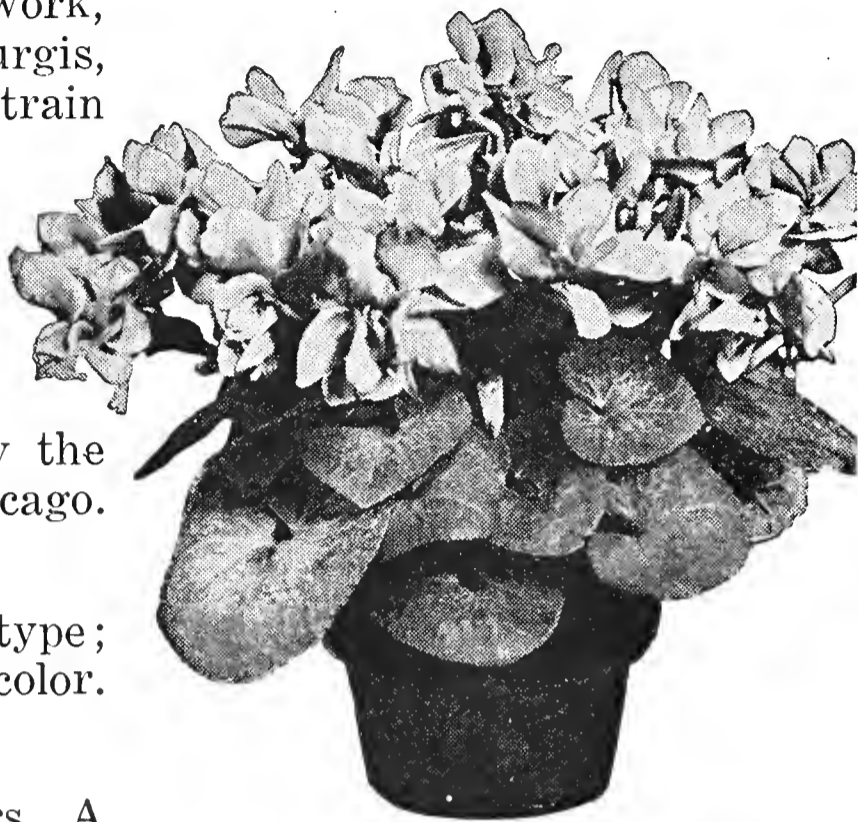
Admiration.

So called from its many admirers. A beautiful salmon-rose, with shaded eye.

Rosea.

A soft rose, with a coral cast, shading light at tips of petals. A true multiflora type having, perhaps, more flowers but not quite so large as the above types.

Any of the above at \$3.00 per 100, \$7.25 per 250, \$13.00 per 500, \$25.00 per 1000.



A plant of double Cyclamen. When compared with the regular type, the double form will invariably be preferred.

Binnewies' Strain Cyclamen

After a personal inspection of German Cyclamen growers and their establishments, we are convinced that none are superior to the strains developed by E. Binnewies, of Alfeld. Accordingly we sell this strain exclusively and feel safe in doing so, all our seed coming direct from this grower.

No.	Per 100	Per 1000	Per 5000
2. Bright Red.....	\$1.00	\$8.00	\$37.50
3. Pure Rose.....	1.00	8.00	37.50
4. Soft Rose, carmine eye (Improved Rose of Marienthal).....	1.00	8.00	37.50
5. White with carmine eye.....	1.00	8.00	37.50
7. Bonfire, brilliant salmon.....	1.50	12.00	55.00
8. Salmon Scarlet, America Improved.....	1.60	14.00	65.00
9. New Salmon Rose Improved.....	1.50	12.00	55.00
10. Glory of Wandsbek or Perle of Zehlendorf, dark salmon.....	1.25	10.00	47.00
11. Rose of Zehlendorf, light salmon.....	1.25	10.00	47.00
12. Orange Beauty, orange-vermilion.....	1.65	15.00	68.00
15. Saffron Red.....	1.50	12.00	55.00
16. Saffron Red, silver edged.....	1.60	14.00	65.00
18. Mozart, deep pink.....	1.75	16.00	75.00
21. Pink Pearl, salmon-pink (new).....	1.75	16.00	75.00
Mixed of the above.....	1.00	8.00

NOTE: The above prices are net. Write for special quotations on larger quantity.

Cinerarias

EASILY, economically and quickly grown and irresistibly attractive are qualities that make Cinerarias necessary to every retail grower. While there is no trick at all to growing them, it is true that clean perfect specimens must have proper spacing and attention, especially in watering. An occasional top-dressing of a balanced fertilizer will keep the foliage hard and well colored. And in full growth they require lots of water. The following list covers "All the Best" types:



	Tr. Pkt.	$\frac{1}{64}$ oz.	$\frac{1}{32}$ oz.
Giant Exhibition Mixed. Large-flowering and of the heaviest growth. The best available strain in this class and covers the color range. (Tr. Pkt. about 1000 seeds).....	\$1.00	\$2.25	\$4.00
Hybrida Grandiflora. This is a semi-dwarf large-flowered strain. Choice mixture of bright colors and makes a fine pot plant. Very choice50	1.25	2.00
Hybrida Grandiflora, Separate Colors. We find the following come fully 90% true. Azure Blue and Crimson are excellent market colors. Habit same as Hybrida Grandiflora. Colors: Azure Blue, Kermesina, crimson; Old Rose (color varies) and Matador, a copper-scarlet. Each, separate.....	1.00
Hybrida Gigantea. Giant dark red with white.....	1.00	2.00
Potsdam or Berlin Market Strain. A medium tall strain with medium size flowers. We regard this as one of the choicest market strains. Comes in an especially brilliant mixture of good colors....	.75	1.50	2.50
The following best market colors in the Berlin Market Strain are available and come true: Dark Crimson and Dark Blue.....Each,	1.00	1.75	2.75
Multiflora Nana. Of distinctly dwarf compact growth that quite covers itself with small flowers in a wide range of colors. An especially good market type.....	1.00	2.00
Stellata or Star Cineraria. Grows about 3 feet tall. Small-flowered and valuable for cutting and as a pot plant. Mixture of colors. $\frac{1}{16}$ oz., \$1.00	.50
Feltham Beauty. Not quite so tall as above and with a larger proportion of white-centered flowers. Mixture.....	.50	1.00
Plenissima Double Mixed. Well rounded full double flowers; fairly strong growth and medium height. We find this strain attractive in limited quantities for variety. Mixture of colors.....	.75
Cremer's New Cineraria. Wide, numerous and overlapping petals with an ideal semi-dwarf habit are the distinguishing points in this new strain from F. E. Cremer, of Hanover, Pa.....3 pkts., \$5.00	2.00



West Chicago, Ill.

Various Primulas Annual Class

(For hardy varieties see perennial pages.)

OBCONICA. Mohnstein's Atrosanguinea. Dark blood-red.
Mueller's Rosea. The lighter shade.

Our seed of these valuable varieties comes direct from the originator and to protect its germination we import it in sealed glass containers of $\frac{1}{32}$ oz. each; when this quantity is ordered we ship in these original containers. When smaller quantities are called for we break these containers and ship from them.
Tr. Pkt., \$1.00; $\frac{1}{64}$ oz., \$3.00; $\frac{1}{32}$ oz. (unbroken container), \$5.00.

We also offer the following regular strains of Obconica, the germination of which we keep carefully checked:

Mohnstein's Dark Red	Tr. Pkt.	$\frac{1}{64}$ oz.
Mueller's Berlin Rose	1.00	1.75
Fasbender's Red. Deep crimson	1.00	1.75
Cœrulea Grandiflora. Clear blue	1.00	1.75
Salmon Queen. Light salmon-pink	1.00	1.75
Obconica Grandiflora Mixed	$\frac{1}{32}$ oz., \$1.25	.50

MALACOIDES. Some noteworthy improvements are listed in this class.

Erikssonii. In depth of color and size of flowers this is the outstanding variety among Baby Primulas. Available in several shades of which we consider New Baby the preferred one	(6 pkts. for \$5.00)	1.00	
Light Lilac. A popular light shade	$\frac{1}{8}$ oz., \$1.00	.50	
Rosea Superba	$\frac{1}{16}$ oz., \$1.00	.50	
Courtland Seedling	$\frac{1}{32}$ oz., \$2.00	.50	

CHINESE PRIMULA.

Giant Mixed Fringed. A first-class mixture of best colors	.50	1.25
Chinese Giants in Separate Colors. The following are distinct giant-flowering and come quite true: Alba, Carnea, a light rose, and Emperor, a copper-carmine	.75	2.00
Chinese Single Mixed	$\frac{1}{16}$ oz., \$2.00	.50
Primula Sinensis Fimbriata Fl. Pleno Double Mixed	.50	

Various Pot Plant Specialties

ACHIMENES MIXED. Very choice pot plants. Tuberous-rooted. Tr. Pkt., 50c.

BEGONIA. (Semperflorens or Bedding.) Easily and quickly grown in a warm house. In sowing do not cover the very fine seed; press into the soil slightly and cover flat with glass to maintain uniform moisture.

	Tr. Pkt.	$\frac{1}{32}$ oz.
Carmen (new). Very dark foliage with bright carmine-red flowers	\$1.00	
Christmas Cheer	$\frac{1}{64}$ oz., \$2.00	1.00
Semperflorens.		
Albert Martin	.50	\$1.00
Gustave Knaake	1.00	2.00
Glory of Erfurt	.50	2.50
Scarlet Queen	1.00	2.00
Vernon	$\frac{1}{16}$ oz., 50c	.40
Mixed	$\frac{1}{8}$ oz., 75c	.25
Gracilis.		
Luminosa	1.00	1.75
Mignon	1.00	1.75
Prima Donna	1.00	3.00
White Pearl	.50	1.75
Radio	1.00	2.50

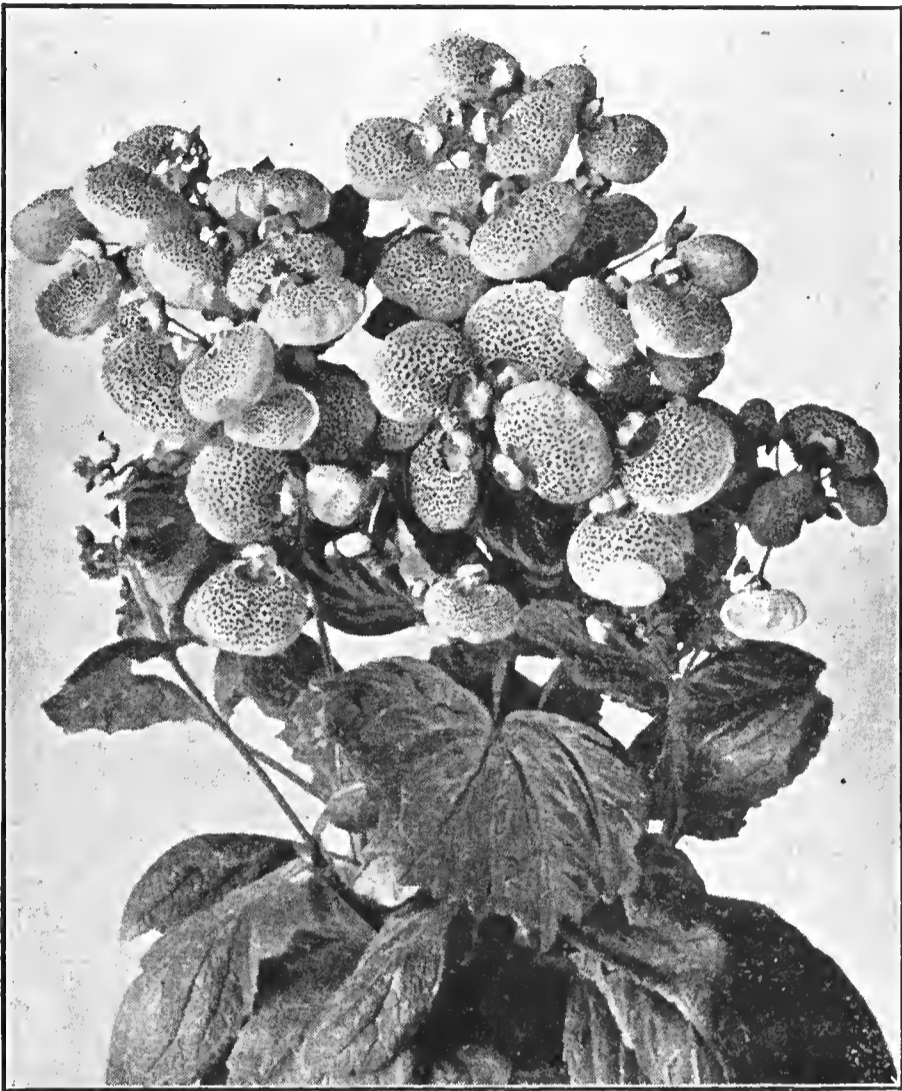
Begonia Lloydii (Pendula). A choice tuberous-rooted begonia; seedlings produce a mixture of fine colors from which desired colors are worked out through tuber propagation. Needs warm house and flowers in six months from seed. Choice for window boxes or baskets. .50

Various Pot Plant Specialties (Continued)

Calceolarias

AFTER the fine seed is germinated there is no special difficulty in growing this highly attractive pot plant. But they must be sheltered from the strong sun and not overwatered. The past season we produced the finest we ever had in a house that was kept little more than above freezing. We especially recommend our strain of Multiflora Nana. A sowing of this and Albert Kent made October 1, grown cold, made very choice 5-inch plants for Mothers' day.

Hybrida Multiflora Nana. Medium size flowers very freely produced in an especially attractive mixture of gold, orange and lemon colors, attractively spotted. The height in full flower is 10 to 12 inches. In 50c trade packets only and an average of 125 plants can be produced from a packet.



Calceolaria Hybrida Multiflora Nana.

Tr. Pkt. $\frac{1}{64}$ oz. $\frac{1}{32}$ oz.

Albert Kent. Immense heads of golden yellow flowers with a large maroon blotch on each flower. Of the same dwarf growth as Multiflora Nana.....			
	\$0.75	\$4.00
Hybrida Grandiflora Tigrina. Extra brilliant. 16 inches			
	1.00	2.00
Hybrida Grandiflora Mixed. A choice mixture of marbled, spotted and variegated flowers. 16 inches..			
	1.00	2.00
Rugosa Major (Perennial Hybrids). Choice large-flowered true stock. 12 inches when in flower.....			
	1.00
Kelway's Perfect Model (Herbaceous). We supply originator's stock, direct from Kelway.....			
	1.00	2.00	\$3.75
CHRISTMAS CHERRY. We offer two superior strains of Solanum.			
Eriksson's Brilliant and Hlavacek's Masterpiece.			
Both bright red. Either variety.....1 oz., \$2.50			
	.50
GLOXINIA. Summer-flowering pot plant quickly grown from seed.			
Defiance. Superb glowing scarlet.....	1.00	2.50
Emperor William. Rich dark violet, bordered white	1.00	2.50
Benary's Giant Mixture	1.00	2.75
SAINTPAULIA. An attractive pot plant producing violet-shaped flowers.			
Cordata , lavender-violet, and Ionantha , deep blue. Tr. Pkt., each, 50c.			
KALANCHOE GLOBULIFERA var. Coccinea. New late winter-flowering pot plant. 1000 seeds, \$1.00.			

Annuals for Summer and Fall Sowing

ASPARAGUS.

Plumosus Nanus. Per 100 seeds, 30c; 250 seeds, 50c;
1000 seeds, \$1.25; 5000 seeds, \$4.50; 1 lb., \$8.00.
Sprengeri. Per 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00;
5000 seeds, \$4.50; 1 lb., \$8.00.

BROWALLIA.

Speciosa Major. Most desirable variety for pots. 10 to 12 ins.
Tr. Pkt. 1/4 oz. 1 oz.
.....1/32 oz., \$1.25 \$0.50

CANTERBURY BELLS.

Annual. (New). Flowers in six months from seed and will be a useful addition to our garden annuals \$0.50 \$0.75 \$2.50

CANDYTUFT.

Giant Hyacinth - flowered.
Produces large pure white spikes. We specialize in a superior strain of this valuable cut flower.....1 lb., \$8.00 .2575

Umbellata Type. Produces large heads of flowers in a fine variety of colors, the most valuable for cutting being Rose Cardinal and Lavender.

Rose Cardinal1 lb., \$5.00	.1550
Carmine1 lb., 4.00	.1540
Lavender1 lb., 4.50	.1550
White1 lb., 4.00	.1540
Lilac1 lb., 4.00	.1540
Flesh Pink1 lb., 4.00	.1540
Crimson1 lb., 4.00	.1540
Mixed1 lb., 3.00	.1535



Annual Canterbury Bells (New).

CENTAUREA. All classes are of cut flower value both under glass and outdoors.

Cyanus (Cornflower).
Blue; Rose Pink; Carmine; WhiteEach, 4 oz., \$1.50 Tr. Pkt. 1/4 oz. 1 oz. \$0.15 \$0.40
Mixed4 oz., 1:30 .1535

Imperialis (Sweet Sultan). Attractive thistle type of flower.
Amaranth Red; Delicate Lilac; Brilliant Rose; Rose; Deep Lavender; White.....Each, 1 lb., \$6.00 .2050
Mixed2040

Suaveolens. Yellow Sweet Sultan..... .1540

Americana. Large thistle type. Lilac..... .1550

Americana Alba2060

Gymnocarpa. Silvery foliage.....1/2 oz., \$0.30 .2050

Candidissima. Dusty Miller..... .25 \$0.50 1.40

CLARKIA. When grown under glass must be planted in shallow soil.

Orange King; Salmon Queen; Scarlet Queen; Queen Mary; Appleblossom; MixedEach, .2060

COLEUS.

Mixed, fine quality.....1/8 oz., \$0.75 .40
Rainbow Mixture1/16 oz., 1.50 1.00
Extra Choice Large-leaved Mixed.....1/8 oz., \$1.75; 1/16 oz., 1.00 .50



Annuals (Continued)

	Tr. Pkt.	1/4 oz.	1 oz.
CYNOGLOSSUM.			
Amabile Blue (Chinese Forget-me-not)	\$0.25	\$0.40
Amabile Pink40	1.00
DIDISCUS. (Blue Lace Flower).....	.2580
DRACÆNA.			
Indivisa1540
Australis2075
GERBERA (South African Daisy). Easily grown from seed that produces assorted colors from which especially desirable shades are propagated by division. Seed germinates 50 to 60%. 100 seeds, 50c; 1000 seeds, \$4.00.			
GREVILLEA ROBUSTA. Foliage plant for vases.....	.2580

GYPSOPHILA ELEGANS. Covent Garden Market. Individual flowers fully twice the size of the Paris Market Strain with 8 to 9 overlapping petals. Clear snow-white and most effective. 1 oz., 20c; 4 oz., 50c; 1 lb., \$1.65; 5 lbs., \$6.50.

Paris Market Strain. Attractive clear white, medium size—4 to 5 petalled flowers. 1 oz., 15c; 4 oz., 40c; 1 lb., \$1.25; 5 lbs., \$4.75.

	Tr. Pkt.	1/4 oz.	1 oz.
HELICHRYSUM (Strawflowers). The best of the everlastings; valuable either dried or fresh.			
Canary Yellow; Rose; Crimson; Carmine; Fireball; Rose Queen; Golden Globe; Salmon; Scarlet; White.....	Each, 1 lb., \$6.00	\$0.20
Mixed	1 lb., 5.00	.15
IMPATIENS.			
Olivieri. Extra large light lilac.....	1.00
Holstii. Soft vermilion-red.....	1/32 oz., \$1.00	.50
Sultani. Bright rose.....	1/32 oz., 1.00	.50
IPOMŒA.			
Heavenly Blue. Sky-blue with white shading.....	.25	1.30
Noctiflora (Moonflower). Large white; white-seeded.....	.1540
Noctiflora (Moonflower). Black-seeded.....	.1540
Quamoclit Hybrida (Cypress Vine). Scarlet.....	.1530
LILIUM PHILIPPINENSE FORMOSANUM. New white lily from seed25	\$0.50
LUPINE (Annual).			
Hartwegii. We find this a decidedly profitable cut flower specialty, and we rarely fail to receive first prize on our stock wherever shown. We find the Dark Blue to be the choicest color; next comes Light or Sky-blue , then White . The Rose has limited value. Any of the above named colors, or a mixture	Each, 1 lb., \$3.00	.15
Sulphureus Superbus. A golden yellow form. 28 inches.....	.2560
Hartwegii Giants Mixed. A strain which has been very greatly improved, with base branching habit.....	1/2 oz., \$0.80	.50

MYOSOTIS (Forget-me-not). Early Blue Bird.

We offer this season of our own growing a selection from **Early Blue Bird** that will be found distinctly earlier-flowering and with the same long stem and bright blue flowers of **Blue Bird**. We are sure this should take the place of the original and for this reason we offer only this variety for cut flowers. Tr. Pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.50.

Ruth Fischer. The generally preferred variety for pot plants. Compact habit and clear blue flowers. Tr. Pkt., 50c; 1/16 oz., \$1.00.

NASTURTIIUM GOLDEN GLEAM. Of outstanding value either for cutting, pot plants or window boxes.....	1 lb., \$6.00; 1/2 oz., \$0.25	\$0.50
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Annuals (Continued)

NEMESIA.

	Tr. Pkt.	¼ oz.	1 oz.
Strumosa Suttonii. Three best colors: Orange, Scarlet and Rose	Each, \$0.40	\$1.50
Strumosa Suttonii Mixed35	.60
Nana Compacta Blue Gem Improved35	.75
Nana Compacta Mixed35	.75

POPPY.

El Monte. Though not an annual, we find it valuable treated as such for spring cutting. Will flower in five to six months from sowing.25	\$2.50
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SALPIGLOSSIS. Free-flowering and largely used for cutting. The choicest colors are: Scarlet and Gold; Brown and Gold; Rose and Gold; Violet and Gold; Yellow and Gold

Each, ½ oz., \$0.60	.20	1.20
Mixed	½ oz., .50	.15

SALVIA. Farinacea. Light blue. 3 feet25	.50	1.50
Patens. Navy blue. 30 inches30	.60	2.50

SAPONARIA VACCARIA. Light graceful sprays of glistening pink flowers.

Rose or Alba, white	Each, .1525
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SCABIOSA (Annual). Distinctly valuable and an easily grown outdoor cut flower.

Tr. Pkt. ¼ oz. 1 oz.

Peachblossom. The finest light pink	\$0.25	\$0.60
Shasta. Large pure white2560
Azure Fairy. Rich light blue, a fine shade1550
King of the Blacks. Reddish black1550
Cherry Red. An attractive soft shade1550
Mixed, all colors1040

SCHIZANTHUS. For early-flowering, sow seed in September. Easily grown for pots or cutting in a cool house.

Brilliance (new). Rich amaranth-red of Wisetonensis type75
Rose and Amber Shades50	\$1.00
Rose and Pink Shades50	1.00
Brilliant Mixed50	1.00

SMILAX	1 lb., \$5.50	.20
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STATICE (Annual Varieties). Tr. Pkt. 1 oz.

Suworowii. Russian or "rat-tail" statice. Long slender spikes of pink flowers. Valuable for cutting or pot plants.....	1 lb., \$8.00	\$0.25	\$0.75
Sinuata Rosea Superba15	.30
Sinuata True Blue. Extra deep15	.30
Sinuata White15	.25
Bonduellii. Golden yellow15	.30



Statice Suworowii as a pot plant; also valuable for cutting.

THUNBERGIA. Well known climber. Mixed colors	Tr. Pkt. \$0.20	¼ oz.	1 oz. \$0.80
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VENIDIUM FASTUOSUM. Long-stemmed flowers, orange shaded black50	\$1.40	5.00
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VINCA. Must be sown early for good spring plants.

Rosea. Pink2080
Alba Oculata. White with pink eye2080
Delicata. Soft pink2080



Florists' Petunias

DOUBLE FRINGED. Our strain produces 35 to 40% true double fringed flowers and is of compact growth.

1/2 Tr. Pkt., 75c; 1 Tr. Pkt., \$1.50; 1/4 oz., \$4.00.

GIANT DOUBLE FRINGED. This strain produces 60 to 70% large double flowers, but habit of growth is taller than above.

1/2 Tr. Pkt., 75c; 1 Tr. Pkt., \$1.50.

"ALLDOUBLE" FRINGED. In our trial grounds for the past two seasons this strain has produced practically 100% double flowers and we offer it with confidence. Dwarf compact growth; colors, attractive pink and white shades. Ready in November at \$2.00 per pkt.

Giant Ruffled Single.

Tr. Pkt. 1/4 oz. 1/2 oz. 1 oz.

Giants of California. Strong growing giant mixture.....	1/8 oz. \$4.25	\$0.50	\$1.40	\$2.25
Dwarf Giants of California. True dwarf giants.....	1/8 oz., \$10.00	1.00	2.00	3.00 5.50
Dwarf Giants of California. Dark selection.....		1.00	2.00	3.00 5.50
Dwarf Giants of California. Ramona Strain. Medium dark.....		1.00	2.00	3.00 5.50
German Empress. Bluish white, veined violet-blue.....		.50	1.50
Prince of Wuerttemberg. Dark rose-crimson, dark throat.....		.50	1.50
Princess of Wuerttemberg. Violet-rose with dark veins.....		.50	1.50
Giant Copper Red. Well named.....		1.00	2.00

Single Large-Flowering, Fringed.

Pepita (new). Carmine and white combination.....	1.00	1.75	3.00
Brilliant Rose. Effective dark rose. Beautifully frilled.....	1.00	2.00	3.50
Kermesina. Extra large fine crimson.....	.75	1.25	2.00
Theodosia. Fringed pink with gold center.....	1/8 oz., \$11.00	1.00	2.00	3.75 6.50
Pink Triumph. Clear fringed pink and free.....	1/8 oz., 6.00	.75	1.25	2.00 3.50
Fluffy Ruffles.....	.50	.80	1.50	2.75
White Beauty. Large, well fringed white.....	.50	.80	1.50	2.75
Fringed Royal Purple. Deep velvety violet, well fringed.....	1.00	2.00	3.75
Giant Steel Blue. Richly veined, large, light blue.....	.75	1.75	3.00
Ball Single Fringed Mixed. Well fringed mixture.....	1/8 oz., \$2.00	.50	.75	1.25
Setting Sun (new). Brilliant Rose; extra dwarf.....	.50
Gottfried Michaelis (new). Bright amaranth-red; dark throat.....	.50

Single Large-Flowering (Ruffled and Plain Edged).

White Cloud (new). Compact habit. Very free.....	.75	1.00	1.75	3.25
Violacea. Rich, deep violet-purple of fine size.....	.75	2.00	3.75
Pink Glory. Clear flame-rose-pink, fairly compact.....	.50	1.50	2.50
Dwarf Pink Glory. A dwarf form of Pink Glory.....	.75	1.50	2.75
Purple Prince. Plain edged, purple.....	1/8 oz., \$3.00	.50	1.00
Elk's Pride. Velvety violet, very choice and true.....	1/8 oz., 4.00	.50	1.25	2.25
Balcony Queen.....	.50	.80	1.50	2.75
Queen of the Market. Deep carmine-red waved.....	.75	1.75	3.00

Balcony Type. Semi-trailing habit and largely used for porch and window boxes.

Tr. Pkt. 1/4 oz. 1/2 oz. 1 oz.

Blue (choice violet-blue), Crimson, Rose, White.....	Each, \$0.25	\$0.50	\$3.50	\$6.00
Balcony Mixed.....	.25	.50	5.50
Star of California. Crimson with white; variable.....	.25

Dwarf Hybrid Type. Erect and distinctly dwarf.

Tr. Pkt. 1/2 oz. 1 oz.

Alderman. Dark violet.....	\$0.35	\$1.25	\$2.00
Blue Bird. Deep violet-blue.....	.35	1.50	2.50
Dwarf Inimitable. Dwarf blotched and striped.....	.25	.80	1.50
Heavenly Blue. Silvery light even blue.....	1/8 oz., \$0.75; 1/4 oz., \$1.40	.50
Norma. Violet-blue with white star.....	.25	.80	1.50
Rose of Heaven. Deep rose-pink, very popular.....	.25	1.00	1.75
Rosy Morn. Rose-pink with large white throat.....	.35	1.40	2.50
Snowball. Even color and growth; fine bedder.....	.25	.80	1.50
Special Hybrid Mixed.....	.25	.80	1.50



Florists' Petunias (Continued)

Small-Flowered Hybridas.	Tr. Pkt.	1/2 oz.	1 oz.
Alba. Clear white.....	\$0.15	\$0.40	\$0.75
Blue Bee. Same blue as Viola Jersey Gem.....	.35	.80	1.50
Carmen Sylva. Choice blue with white throat.....	.20	.75	1.25
Countess of Ellsmere. Pink with white throat.....	.15	.40	.75
General Dodds. Deep red.....	.25	.80	1.50
Howard's Star Improved. Velvety purple with white star.....	.35	1.00	1.75
Violet Gem. Rich deep violet.....	.25	.80	1.50
Lord Courtenay (Golden Rose). Brilliant rose, yellow throat.....	.25	.60	1.00
Small-flowering Mixture (of best varieties).....	.35	1.00	1.75

Hardy Perennials

	Tr. Pkt.	1/4 oz.	1 oz.
ACHILLEA THE PEARL.....	\$0.50	\$1.00	\$3.50
AGATHÆA CŒLESTIS (Blue Daisy)25	.50	1.25
ALYSSUM SAXATILE. Compactum. 12 inches.....	.15	.25	.75
ANCHUSA.			
Myosotidiflora (Forget-me-not). Blue. 15 inches.....	.50	1.25	4.00
Italica. Dropmore. Blue. 6 feet.....	.1550
ARABIS ALPINA. White. 12 inches.....	.1550
AQUILEGIA (Columbine). Graceful long-stemmed and of value to any retail grower.			
Mrs. Scott Elliott's Hybrids. Choicest long-spurred.....	.50	1.25	4.00
Jaetschauii. Yellow with red spurs.....	.40	.85	3.00
Cærulea (Rocky Mountain Blue Columbine).....	.35	1.75
Silver Queen. Long-spurred silvery white.....	.40	.75	2.75
Choice Mixed. All long-spurred.....	.40	1.00	3.00
ASTERS (Hardy).			
Alpinus Dark Beauty. Single choice blue.....	.35	1.00	3.00
Wartburg Star (new). Larger than Dark Beauty. Originator's packets only.....	.35
Novi-Belgii. New hybrids.....	.50	1.25	4.00
BELLIS PERENNIS (Double English Daisy). The choicest are the Monstrosa varieties listed.			
Pink, White and Dark Rose.....Each,	.40	.60	2.00
Mixed25	.50	1.75
CALLIRHOE INVOLUCRATA. Crimson. 6 inches.....	.35
CAMPANULAS. Medium Calycanthema or Cup-and-Saucer varieties. This is the most popular and valuable type of Campanulas.			
Dark Blue (Violet), Light Blue (Lilac), Rose, White.....	.25	.40	1.25
Mixed20	.30	1.00
Single, or Canterbury Bells. The following are the choicest colors:			
Blue, Lilac, Rose, White.....	.1550
Carpatica. A valuable dwarf class for rock garden work as well as for edging and groups in the garden. We offer the following: Blue, 9 inches; White, 18 inches, and Mixed Colors.....Each,	.25	.50	1.25
CANDYTUFT (Iberis). Sempervirens. White. 12 inches.....	.35	1.50
CENTAUREA MONTANA. Large blue flowers. 24 inches.....	.2075
CERASTIUM TOMENTOSUM (Snow-in-Summer). 16 inches.....	.25	.50	1.25
CHRYSANTHEMUMS. Hardy. Double and semi-double. Flowers in July.....1/8 oz., \$1.50	.50



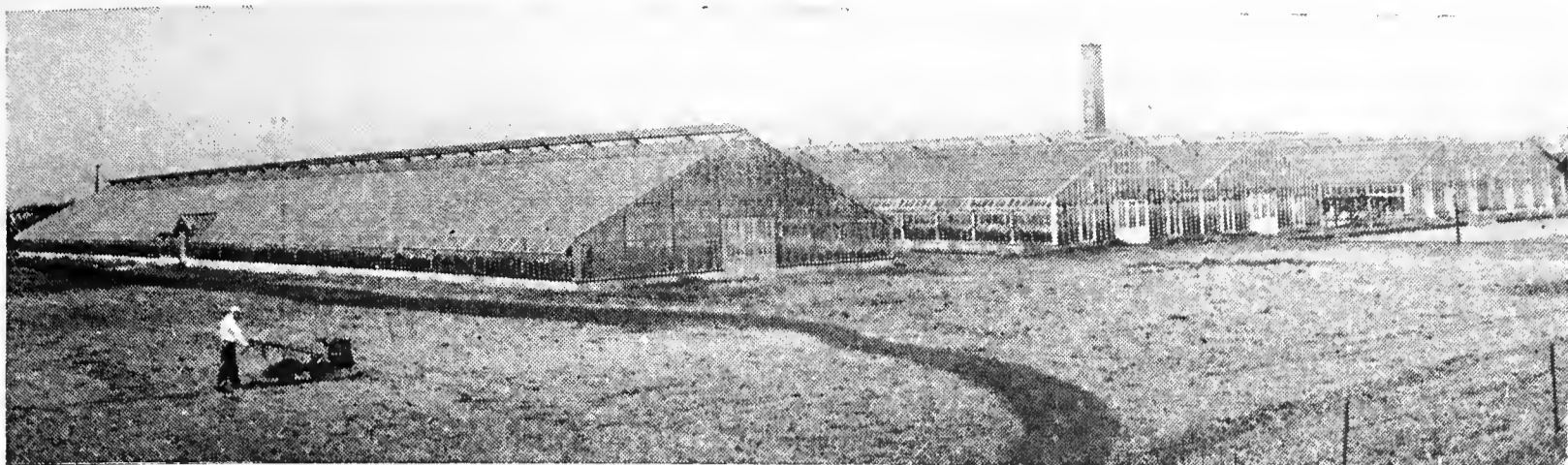
Hardy Perennials (Continued)

	Tr. Pkt.	¼ oz.	1 oz.
COREOPSIS.			
Lanceolata Grandiflora	\$0.15		\$0.35
Lanceolata Grandiflora. Semi-double.....	.20		.50
Mayfield Giant. Extra large.....	.25		.75
DELPHINIUM.			
Belladonna Improved50		2.00
Belladonna. Regular25		1.75
Bellamosum. Dark blue.....	.50		1.75
Gold Medal Hybrids.....	.25		1.00
Hollyhock Wrexham Strain. Very fine.....	1.00	\$1.50	5.00
Iceberg (new). Finest clear white..... 1/8 oz., \$2.00	.50 (originator's)		
DIANTHUS DELTOIDES (Maiden Pink).			
Rose pink35	.60	1.75
Brilliant pink40		1.75
DICTAMNUS FRAXINELLA. Pink25		1.25
DIELYTRA SPECTABILIS. Seedlings flower second year50		4.00
DIGITALIS (Foxglove). Giant Shirley Hybrids20		.60
DORONICUM CAUCASICUM. Valuable for forcing. 2 feet	1.00		
FORGET-ME-NOT, see MYOSOTIS. Forcing varieties under annuals.			
GAILLARDIA GRANDIFLORA.			
Portola Hybrids25	.50	1.50
The Dazzler25	.40	1.25
GYPSOPHILA PANICULATA. Double snow-white. 30 to 40 % true double50	1.25	4.00
Single White15		.50
Pacifica (new). Small pink flowers.....	.50	1.00	
GEUM.			
Lady Stratheden. Rich golden yellow.....	.40	.75	2.25
Borisii. Brilliant scarlet.....	.50	1.00	3.50
HELIANTHEMUM MUTABILE (Rock Rose). Dwarf evergreen. 8 to 10 inches25		.75
HEUCHERA SANGUINEA. Crimson. 30 inches50	1.25	4.00
HOLLYHOCKS.			
Newport Pink. Double; a rich shade of pure pink.....	.25	.40	1.25
Chater's Double Chamois, Chater's Deep Rose, Chater's Sulphur Yellow25	.40	1.25
Alameda Pink. Allegheny typelight pink.....	.25	.50	1.50
Allegheny Mixed25		.60
Imperator. Extra large, 6 inches. Under favorable conditions colors range from delicate pink to salmon-cerise. We offer an improved stock of this fine variety.....	.50		1.50
HONESTY (Lunaria). Biennis Alba. 40 inches15		.65
LATHYRUS LATIFOLIUS (Perennial Sweet Pea).			
Pink Beauty, White Pearl and Mixed..... Each,	.15		.50
LIATRIS.			
Pycnostachya. Purple. 4 feet.....	.25	.40	1.50
Spicata (Blazing Star).....	.25	.40	1.50
LOBELIA CARDINALIS. Scarlet50	1.25	4.00
LUNARIA.			
White20		.75
Crimson15		.65
Mixed15		.65
LUPINUS POLYPHYLLUS.			
Blue, White and Rose, separate..... Each,	.20		.35
Chocolate Soldier. Yellow shaded chocolate.....	.50	1.00	3.00
Harkness new hybrids. Very fine art shades.....	.25		.75



Hardy Perennials (Continued)

	Tr. Pkt.	¼ oz.	1 oz.
LUPINUS LUTEUS. Yellow.....	\$0.35	\$0.60	\$2.25
LYCHNIS ALPINA. Rose. For rock gardens. 12 inches.... $\frac{1}{8}$ oz., 80c	.50
LYCHNIS CHALCEDONICA. Scarlet.....	.1550
MATRICARIA (Feverfew).			
Double White2050
Golden Ball25	.50	1.60
Double White, extra select "All Double".....	.50	2.00
MYOSOTIS.			
Palustris (Swamp Forget-me-not). Red.....	.25	.40	1.50
Alpestris Stricta Grandiflora. Pillar type. Royal Blue.....	.25	.50	1.60
NEPETA MUSSINI. 1 foot.....	.35	.60	2.25
PHYSALIS FRANCHETII (Chinese Lantern Plant).....	.2575
PLATYCODON.			
Grandiflorum. Blue25	.50	1.00
Album. White25	.50	1.50
POPPY (Papaver Orientale).			
Brilliant. 40 inches.....	.25	.50	1.75
Beauty of Levermere.....	.40	.75	2.75
Perennial Mixed25	.40	1.25
PRIMULA.			
Veris Grandiflora. Mixed. 12 inches..... $\frac{1}{8}$ oz., \$1.00	.50
Vulgaris (Yellow English Primrose). Excelsior Strain.....	.40	.70	2.75
Giant Munstead Strain. Extra large yellow and white.. $\frac{1}{8}$ oz., \$1.00	.50
NOTE: Seed of these Primulas germinate very slowly.			
PYRETHRUM.			
Ptarmicæflorum. Silvery white. 6 inches..... $\frac{1}{8}$ oz., \$1.50	.40
Uliginosum. Single white. 5 feet.....	.40	1.00	3.25
Roseum. Semi-double Mixed.....	.35	.75	2.50
Single Mixed25	.40	1.25
Kelway's Dark Red Strain. Varies some.....	.50	1.00	3.00
SALVIA.			
Farinacea. See annual list for this item.			
Blue Bedder. Compact, deep blue.....	.50
Patens. Rich sky-blue. 30 inches.....	.40	2.75
SAPONARIA OCYMOIDES. Pink trailing. 12 inches.....	.2060
SCABIOSA CAUCASICA. Perennial Scabiosa seed does not usually germinate better than 50 to 60%. Choice for cutting.			
House Hybrids. Best all lavender shades, no white.....	.50	3.00
Lilac-lavender40	2.00
Columbaria Pink. 18 inches.....	.50	2.25
Columbaria Lavender50	2.25
SEDUM ACRE. Yellow (Golden Moss)..... $\frac{1}{8}$ oz., \$0.75	.40
SEMPERVIVUM. Perennial Mixed.....	.75
STATICE. The following perennial varieties are valuable for cutting.			
Perezii. Violet-blue.....	.40	1.50
Caspia. Soft lilac.....	.40	2.00
Latifolia. Blue25	1.00
Incana Tatarica. Small white, best for drying.....	.2050
Dumosa (new). Silvery gray flowers. An improved Tatarica.....	.50	1.50	4.75
TROLLIUS LEDEBOURI. Golden Queen..... $\frac{1}{8}$ oz., \$1.25	.50
TUNICA SAXIFRAGA. Lilac-rose.....	.1560
VERONICA.			
Longifolia. Blue25	.35	1.25
Repens. Dwarf white with light blue.....	.40	.80	3.00



Our West Chicago Greenhouse Plant.

Our Service

The prosperity and growth of the florists' business depends on the quality, attractiveness and variety of our flowers and plants. When these points are pushed far enough our business becomes irresistible. Poorly grown or unprofessional stock not only hurts the grower directly, but is a reflection on the business at large, which means all of us. Usually such stock is due to lack of information, or service. With the help of our experience we try to help growers of our seed, for we feel that it is a service they are entitled to. We issue circulars gratis that cover the practical growing details of the following crops: Calendula, Winter Peas, Stocks, Asters, Snapdragons, Zinnias and Seed Sowing.

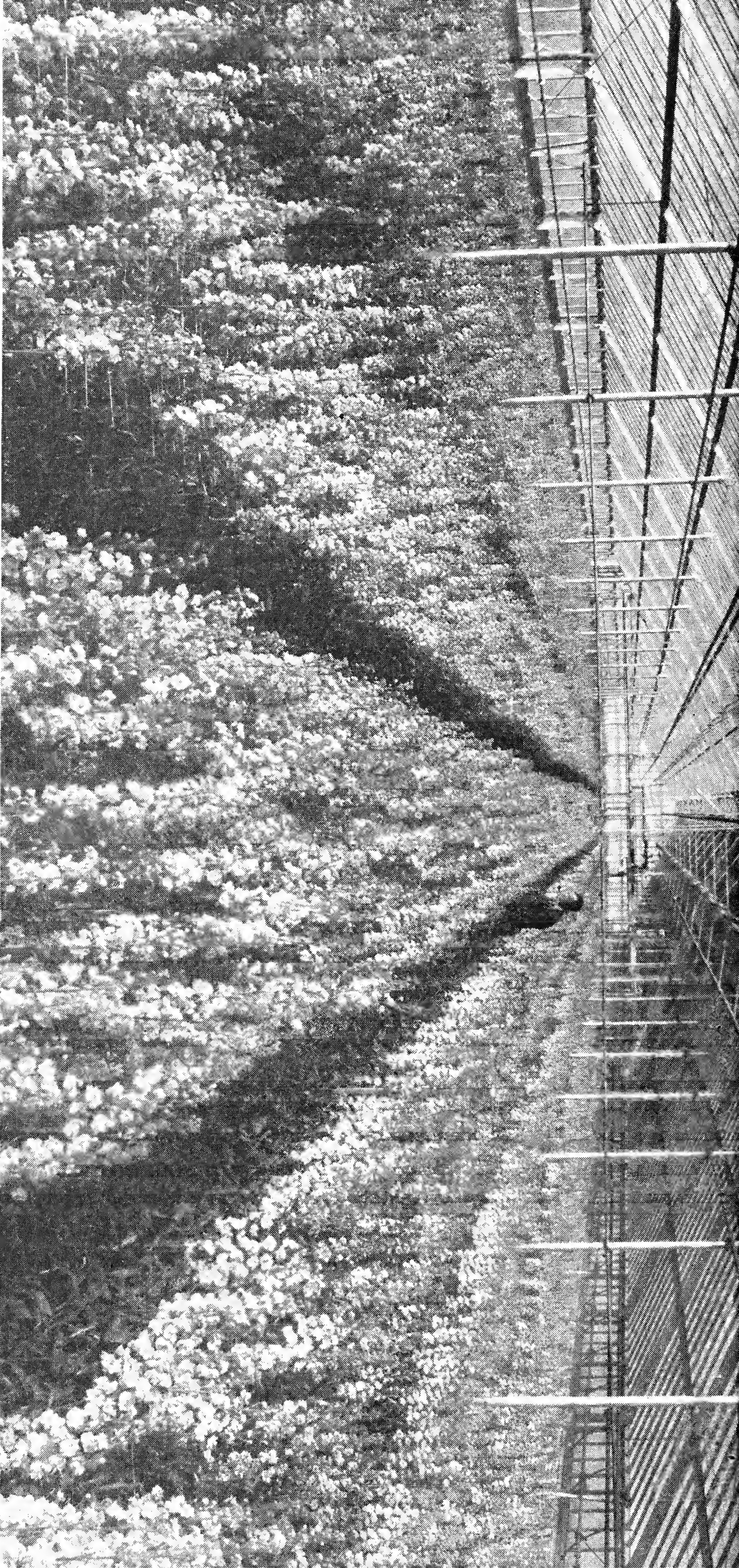
"BALL Red Book"

This is intended to cover the latest development in culture and varieties of florists' crops generally. Its up-to-the-year information on a considerable variety of everyday florists' crops, gives it unique value. We feel sure that through its timely information our general policy of giving full value will be well maintained by the price of this booklet, which is 20c.

"BETTER SWEET PEAS" by Geo. J. Ball

Published by Florists' Publishing Co., Chicago

A cloth bound book of 210 pages freely illustrated and covering in all details the growing of winter-flowering Peas under glass. Of value to both the market and retail grower. A chapter is devoted to the late or summer-flowering type, showing their possibilities for profit both outdoors and under glass. The various miscellaneous crops that are grown to advantage with Peas are treated at length. The author's system of steam sterilizing of soil is fully described and illustrated. The concluding chapter is given to a history of Sweet Peas. It picks up this fascinating flower from its struggle with the Middle Ages, through its brilliant transformation by English gardeners, and down to its early-flowering evolution in America. With an order for seed from this catalog totaling \$5.00 or more, we shall enclose "Better Sweet Peas" for 50c additional. Regular price, \$1.00, postpaid.



The above house of our Ball (non-branching) Stocks was sown August 1, photo taken late January. In deep, rich soil the growth of this midwinter planting tends to come drawn unless grown cold—40 to 45 nights; raised beds produce a better quality of midwinter Stocks; a 3-inch flat will grow fine, hard flowers on fairly long stems. Whether you grow for market or retail, you shouldn't be without these fine Stocks. Geo. J. Ball.